**Hi**

**JOB DESCRIPTION**

**JOB TITLE: Marketing Coordinator**

**LOCATION:** Newhaven / Lewes East Sussex

**Accountable to:** Business & Operations Director

**HOURS:** 21 Hours per week

**Terms:** Permanent

**Salary:** £22,500-£25,000 per annum pro rata

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**PURPOSE OF THE POST**:

Working as part of the charity’s Marketing & Fundraising Team coordinating online and offline marketing activities to achieve required outcomes in line with the Marketing & Fundraising strategy.

By nature of the role, it is expected the post holder may be required to work weekends throughout the year including some evenings and early mornings as required.

The role requires a certain degree of physical ability in order to lift, carry and construct event marquees, gazebos, stalls and carry materials.

**DUTIES AND RESPONSIBILITIES**

* Coordinate a range of successful marketing activities through digital, offline, in press and media.
* Ensure the charity’s use of digital, social media and other communications channels are regular and effective in terms of reach, promotion of the brand and in attracting support.
* Achieve customer / client / donor / income targets in line with charity’s Marketing & Fundraising strategy
* Recruit and coordinate marketing volunteers to support activities and promotions.

1. Working as part of the charity’s Marketing & Fundraising Team identifying and coordinating the marketing and fundraising objectives that apply to the role.
2. Working with colleagues across the charity develop a schedule of activities to achieve marketing objectives (new customer recruitment / ticket sales / fundraising donor recruitment/ volunteer recruitment / brand awareness) in line with budget and the charity’s strategy
3. Where required develop a storytelling approach for campaigns based around identifying audiences and utilising effective materials to engage – the public, clients, supporters, funders, partner organisations and the wider community.
4. Create successful creative materials in house, and working with agencies where budget allows, as required for the schedule.
5. Oversee the charity’s social media and website channels and working with colleagues and volunteers to ensure they always:
   1. Comply with brand guidelines, are up to date, accurate, inclusive, and engaging.
   2. Utilise social media effectively to engage and grow our digital audience and create outcomes to match the objectives of organic and paid social media campaigns.
   3. Maximise effectiveness for SEO, reach and engagement through our digital activities.
6. Manage the charity’s Google Analytics / Marketing accounts / Facebook / Meta Business Accounts / PayPal Giving Fund / Just Giving Marketing and act as the administrator for all digital accounts across the charity
7. Work within budget, detailing all aspects of income and costs
8. Manage working relationships with external suppliers, printers and freelancers, as necessary.
9. Manage Press and media communications to achieve projects and objectives.
10. Put in place a robust monitoring and reporting system by which to evaluate and track marketing activities and report outcomes monthly to the marketing and fundraising team meeting.
11. Manage materials and stock levels, arrange distribution and action implementation for campaigns and activities
12. Enter good accurate records for leads onto the charity’s CRM system and use the system to extract marketing file sets for direct mailings, sales calls and other relevant communications.
13. Recruit and coordinate a team of volunteers to support with marketing activities
14. Liaise with corporate partners to achieve desired outcomes in line with planned marketing and fundraising activities.

**Other**

1. Establish and maintain positive effective relationships with all staff and volunteers at Age UK East Sussex to help promote a positive and happy work environment
2. Work within the policies and procedures of Age UK East Sussex and apply consistent principles of diversity and equal opportunities throughout the work of the organisation
3. Undertake any duties as may reasonably be required.
4. Ensure compliance within the team to Age UK East Sussex’s quality standards

**PERSON SPECIFICATION**

|  | **Requirements:** | **Essential/Desirable:** | **How Assessed:** |
| --- | --- | --- | --- |
| **Education/ Qualification** | Degree level relevant professional qualification or equivalent | E | Application/Interview |
| **Experience/ Knowledge** | Proven experience of working in a Communications role for a medium to large sized organisation | E | Application/Interview |
| Experience of using digital and social media to support and raise the profile of campaigns including, but not limited to, Facebook, Twitter and Instagram | E | Application/Interview |
| Experience of developing and writing high quality inclusive content for communication to diverse audiences | E | Application/Interview |
| Technical competence and experience of a range of digital marketing tools such as Web editing platforms, Google Marketing Platform, Facebook Creative Studio, Mailchimp, Hootsuite, Adobe Creative Cloud or similar | E | Application/Interview |
| Experienced and confident communicator | E | Application/Interview |
| Experience of working in the charity sector | D | Application/Interview |
| **Skills and Abilities** | Ability to multi-task, plan and prioritise work to tight deadlines | E | Application/Interview |
| Strong interpersonal skills with experience in building relationships with a range of stakeholders | E | Application/Interview |
| Ability to work closely and effectively with internal colleagues to establish collaborative working, supporting communications plans and activities | E | Application/Interview |
| Highly motivated with ability to work on own initiative | E | Application/Interview |
| Excellent IT skills, including digital and social media | E | Application/Interview |
|  | Ability to synthesise information into materials, key messages and calls to action for internal and external audiences | E | Application/Interview |
|  | Excellent standard of written English | E | Application/Interview |
|  | Strong proof reading, copywriting and editing skills | E | Application/Interview |
|  | Report writing and ability to keep clear and accurate records | E | Application/Interview |
|  | Excellent presentation skills | E | Application/Interview |
|  | Strong creative ability | E | Application/Interview |
| **Other** | An understanding of the needs of older people, and the ethos of Age UK East Sussex | D | Application/Interview |
| Full clean current driving license and use of vehicle during working hours may be an advantage but a non-driver may be able to fulfil the role using public transport | D | Application/Interview |



I confirm that I have received and read the above Job Description and Person Specification.

As an employee of the charity, I understand the duties and responsibilities assigned to me.

Furthermore, I understand that these are intended as guidelines and may change over time, as

necessary. From time to time, I understand I may be asked to perform duties and undertake

responsibilities that are not specifically set out in my job description but are suitable for my

role and level.

Employee Name..............................................................................................................

Signature.........................................................................................................................

Date...............................................................................................................................