



Marketing Co-ordinator

Salary:	£26,750 per annum
Hours	35 hours per week (Mon – Fri, 9am to 5pm)
Section	Community Service Support Department
Responsible to	Head of Operations

MAIN PURPOSE OF JOB:

To provide excellent support to the Head of Operations and CEO having full regard to the charity's objectives and priorities at all times, meeting or exceeding the Charities legal, ethical and moral standards. Lead by example by showing the ability to communicate interpersonal skills, problem solve, decision making and time management. To ensure that you work effectively in terms of daily operations. To build a rapport with our clients in a warm and friendly manner and have empathy with our clients' needs. To quickly identify any problems and ensure each conversation is handled in a compassionate manner.

A good telephone manner is essential, together with excellent literacy, verbal analytical and IT skills, coupled with the ability to work to tight deadlines, often under pressure. To be able to show initiative and a 'can do' attitude at all times. You will need to have proven experience with creating video content, along with excellent knowledge of using social media platforms such as Facebook and Instagram.

This is a sensitive role which requires an individual with the ability to handle confidential information and correspondence.

MAIN DUTIES & RESPONSIBILITIES:

Under direction you will be required to:

1. Carrying out market research, analysing forecasts and performing competitive analysis.
2. Preparing marketing trend reports
3. Supporting the development and execution of The Trust's marketing and branding strategies.
4. Actively taking part in marketing campaigns, organising meetings and conferences.
5. Developing original copy for social media platforms, websites and printed advertising materials.
6. Monitoring marketing industry news and submitting reports on emerging trends to management.
7. Inform other teams about latest campaign objectives and help deliver content that meets The Trust's specifications and effectively distribute key information.
8. Assist with the planning and execution of marketing, branding and advertising strategies.
9. Have the creativity to develop effective strategies and campaigns.
10. Have excellent communication skills to convey the innovative ideas of The Trust and gauge the need of the audience.
11. To work closely with the management team to ensure that all the charities goals are met and complete tasks as directed by senior management.
12. Attend regular meetings with the Head of operations and other members of staff.
13. Reporting and analysis of data.
14. To consider training needs as and when required to help develop this role.
15. Throughout the course of your work ensure you record your responses accordingly.
16. Throughout the course of your work, to identify when on the phone, possible good stories to enable us to approach and persuade all individuals involved to submit an article for the newsletter or social media platform. This will include the upkeep of the charities media/photo library.
17. To have flexibility to work additional hours for holiday and sickness cover when directed. This will include IT support and support within the operational department when necessary
18. At all times to ensure and maintain a compassionate, professional and efficient public image for The Trust.
19. Maintain operational standards that meet The Trust's expectations to always protect the good name by ensuring the highest level of professionalism at all times.

Together with such additional general duties as the Employer shall reasonably require, having regard to the needs of the Employer's business as a Charitable Trust.