

<p>Job title:</p> <p><b>Marketing Officer</b></p>	<p>Direct Reports:</p> <p><b>N/a</b></p>	<p>Responsible to:</p> <p><b>Assistant Director - Marketing</b></p>
<p>Salary Band:5</p> <p>Full time 35 hours per week, based in London Office</p>	<p><b>Key Working Relationships:</b></p> <p><b>Internal:</b> All central and regional fundraising teams and the wider Comms &amp; Marketing team.</p> <p><b>External:</b> Marketing services agencies and suppliers across all disciplines.</p>	<p>Reviewed: January 2025</p>
<p><b>Role</b></p> <ul style="list-style-type: none"> <li>▪ Supporting the development and implementation of the annual Comms and Marketing plan in support of the Charity’s 4-Year Plan</li> <li>▪ Contributing to the development and implementation of marketing strategies and plans.</li> <li>▪ Supporting and assisting AD Marketing and two marketing managers in the planning, preparation, delivery and monitoring of their campaigns.</li> <li>▪ Creating visual and written content for marketing campaigns.</li> </ul> <p><b>Job Specification</b></p> <p><b>Specific Tasks:</b></p> <ul style="list-style-type: none"> <li>▪ Using WordPress, update the charity website with brand and marketing content, and create pages and content relating to events and other fundraising initiatives.</li> <li>▪ Respond to requests for marketing support from different departments across the charity.</li> <li>▪ Using Mailchimp, plan, implement and monitor email marketing campaigns.</li> <li>▪ Upload content to Brand Stencil – the charity’s marketing asset bank.</li> <li>▪ Prepare briefs for photographers and videographers.</li> <li>▪ Prepare regular marketing and digital performance reports for the team.</li> <li>▪ Attending events on behalf of the charity, providing marketing support, erecting display materials, and providing general support and assistance.</li> </ul>		

**Person Specification**

**Skills and experience:**

- Minimum 1- 3 years' experience in a marketing environment.
- Experience working with WordPress, Mailchimp, Facebook Ad Manager and Google Ad Manager.

**Personal characteristics:**

- Confident communicator.
- Highly proactive, energetic and enthusiastic with a 'can do' attitude.
- Strong rapport and empathy. A good people person.
- Thrives working under pressure and to deadlines.
- An analytical and logical thinker.
- Strong empathy with the cause of the Charity and its beneficiaries.
- Whilst London based this appointment involves some travel around the UK.
- Must be willing to work outside of core hours and at weekends occasionally when necessary (TOIL available).

**Authorised by: Tim Hyams**

**Date: 12 February 2025**

**Name: Jenny Redmond**

**Date: 4 February 2025**