



Reports to: Sales Marketing Officer	Responsible for: N/A
Date: June 2020	Salary band: £18,000 - £22,000
Location: Ambleside	Contract: Fixed-Term Contract (Maternity Cover) – ending 31 st May 2023

Role and Responsibilities

To provide operational support and deployment of service line marketing campaigns that raise interest and produce new leads, under the direction of the Sales Marketing Officer.

Key Tasks
<p>Campaign Operations</p> <ul style="list-style-type: none"> • Delivers campaigns in line with agreed priority and timeframe • Uploads agreed page content to existing web pages for all areas of business. • Assists with publishing of blogs on website. • Creates infographics for use on social media to support the aims of the organisation and that gains interest from clients and potential supporters. • Routine scheduling and monitoring of content across social media channels for CYP, Trust, POD and Guest Services. • Uploads videos to You Tube and photographs to Instagram • Provides 'live' support on social media channels for pre-agreed major events, as and when required. • Designs and produces in-house marketing materials to meet organisational requirements, including leaflets, banners, adverts, campaign materials etc. • Creates engaging written content, and supports departmental colleagues, in the production of in-house marketing materials • Creates digital video to support online activity, including planning, filming, editing and publication etc. • Maintains and develops Brathay's image library for marketing purposes. • Provides in-house photography service as required • Assists with stock control (marketing store and reception), including the monitoring and replenishment of pre-agreed stocks, including leaflets, business cards, letterheads etc. • Maintains marketing store including administration for booking system for resources. • Files marketing information for reference purposes • Follows brand guidelines and adheres to standards and direction set by boilerplate and brand toolkit. • Supervises marketing volunteers as and when required

<ul style="list-style-type: none">• Assists with proof reading to ensure accuracy with external communications
<p>Client Relationships</p> <ul style="list-style-type: none">• Responds to marketing enquiries and correspondence as required• Assists with managing Press and PR enquiries as and when required.• Contributes ideas for the enhancement of Brathay's customer-focussed approach to marketing.• Seeks opportunities for publication of news stories and blogs on website, including recrafting content to make it suitable for publishing.• Liaises with service lines to ensure optimal benefit of marketing to the organisation• Work with Service lines to help craft engaging content for sales and marketing use
<p>Other</p> <ul style="list-style-type: none">• Supports staff training, induction and work experience as required• Aligns with and supports internal processes to support operational excellence
<p>Miscellaneous</p> <p>In addition to the duties listed here, the post holder is required to perform other duties, which are assigned from time to time. However, such other duties will be reasonable in relation to the individual's skills, abilities and grade.</p>

Skills and Experience:

Essential

- Experience of creating engaging content in marketing campaigns
- Experience of developing and updating social media tools and updating websites
- Excellent and wide-ranging IT Skills with knowledge of and a demonstrable interest in existing and emerging social media technologies.
- A sound understanding of the importance of external and internal communications
- Experience of producing engaging and evocative photographic materials
- Experience working in a marketing capacity
- Ability to build effective relationships with stakeholders and work well within a team
- A meticulous attention to detail.
- Proven capacity to manage multiple priorities.
- Excellent written communication skills with the ability to target a wide range of audiences effectively together with excellent grammatical/proof-reading skills.
- Ability to communicate clearly both verbally and in writing and to produce quality documents
- Current driving licence
- The ability to work positively with people at all levels of seniority.
- Problem-solving aptitude: is creative, can generate new ideas, and 'think on your feet'
- Resilient, cope well under pressure
- Literate, articulate & confident

Desirable

- Experience of managing people
- Substantial work experience in a marketing capacity in service industry
- Experience of InDesign, Photoshop or other creative packages

Education and Qualifications:

Essential

- Educated to GCSE standard, or equivalent in English and Maths

Desirable

- A relevant qualification in marketing, design etc.

Other Essential

- **Mission, Legal Responsibilities and Policies:** participates in the development of, and adheres to, the Trust's mission and values, plan, practice, and agreed policies
- **Health & Safety:** adheres to Brathay's Health & Safety policy and procedures and any other statutory H&S requirements
- **GDPR and Cyber Security:** adheres to Brathay's policies and guidance, as well as other recommended and statutory requirements
- **Equal Opportunities etc:** adheres to Brathay's Equality & Diversity policy, Safeguarding policy and any other policies that may be in force from time to time
- **Flexibility:** as Brathay is a small organisation, you may well be asked to cover for other members of the Trust during sickness, holidays etc. [Specifically in this role, the jobholder will need to be flexible with regard to occasional travel, evenings and weekends]
- **Team-working:** co-operates with colleagues to the greater benefit of the Trust and undertakes any other reasonable duties as may be required from time to time
- **Research:** contributes to the research activity of the Brathay Research Hub

It is Brathay's intention that this job description is seen as a guide to the major areas and duties for which the jobholder is accountable. However, the business will change and the jobholder's obligations will vary and develop. The job description should be seen as a guide and not as a permanent, definitive and exhaustive statement.