



Marketing Executive

Job description

Role	Marketing Executive - 9-month maternity cover from January 2025
Reporting to	Regional Manager
Role type	Part-time 30 hours/ week fixed term maternity leave cover, flexible working pattern. Monday to Friday (flexible days/hours)
Contract	Employed fixed-term maternity cover. Start January 2025
Salary	£27,500 per year pro-rata
Location	Hybrid: St. Paul's Learning Centre, Bristol and home-based

Overview

Marmalade Trust is a small but ambitious charity; raising awareness of loneliness nationally and supporting people experiencing loneliness to feel more connected. Since 2013 we have run projects (supported by our incredible volunteers) across Bristol, North Somerset, and South Gloucestershire. Each year we run our Loneliness Awareness Week campaign which is celebrated around the UK and now globally. We do not receive statutory funding but are very well supported by members of the public, regional grant givers and corporate organisations. Each year we have grown and have ambitious plans to continue this over the coming years. To help support this growth, we are looking for a Marketing Assistant.

The role will involve overall responsibility for our communication and marketing activities. We are looking for someone with marketing experience preferably within the charity arena. A self-starter who can operate autonomously but also be an integral part of a small passionate team. The role is varied and interesting, and a perfect place for someone who wants to make a real community difference. The successful candidate will be expected to become an integral part of Marmalade Trust and work as part of the team to explore and improve project/service delivery and support new developments, as organisational growth is expected.

Main responsibilities/tasks:

- Social media content - creation and scheduling of calendar posts on each social media platform (includes video content, static or graphic posts).

- Social media community management - interacting with our followers and brands we are linked with for relationship building, and increasing follower growth and engagement.
- Reporting on social media content.
- Sourcing and sharing topical and relevant articles.
- Website maintenance and regular updates, including ensuring a mobile-optimised website.
- Producing regular email newsletters.
- Supporting the team on any comms requests.
- Ensuring SEO on the website as appropriate
- Working with illustrators/designers to create project identities which will be used to create assets, social media banners, posters etc.
- Print work for volunteers and referrals - posters, leaflets etc.
- Supporting the creation of education programmes for use in schools, including lesson plans, assemblies, activities etc.
- Copywriting for press releases, and guest blogs on other org websites.
- Creating a self-help programme for website, including articles, support contact numbers, ways to manage loneliness etc.
- Designing end-of-project reports and writing blog articles to report on the project.
- Support Marmalade Trust to remain an inclusive and diverse organisation, helping us to advance equality for our members and volunteers and diversify & strengthen our reach.

Complete any other reasonable duties the Regional Manager requests and be willing to work reasonable out of office hours on occasions as required. *Note: The above list is not exhaustive, and you may be required to undertake other tasks and responsibilities as requested by your line manager.*

Essential skills, knowledge and experience required for this role

- Experience in a role with a similar level of marketing responsibility.
- Experience of content creation for website inclusion, social media, print and reports.
- Design skills for content creation such as web pages, reports etc.
- Good knowledge of marketing analytics.
- Good knowledge of Canva and Brevo.
- Organizational and time-management skills.
- Attention to detail, with an ability to spot errors.

- Strong interpersonal skills - the ability to communicate empathetically and effectively with a diverse range of people, including colleagues, trustees and Marmalade Trust members.
- High standard of general IT skills, particularly in Gmail, Word, PowerPoint and Wix. Some knowledge of WordPress.
- Strong organisational skills, the ability to drive your own workload and work independently and within a team, thinking creatively and adopting a solutions-focused 'can do' approach.
- The ability to clearly communicate marketing results and budgets to the teams.
- The ability and commitment to identify personal development needs on an ongoing basis.
- Working understanding of GDPR, data protection and confidentiality legislation and regulation.
- Good understanding of, and a commitment to promoting Equality, Diversity and Inclusion.
- A commitment to Marmalade Trust and its vision.
- Managing competing priorities and responsibilities when working in a high pressure environment, planning, organising and managing workflow to meet demanding deadlines.
- Attentive in accuracy and detail.
- Ability to form and maintain good working relationships with colleagues.
- A willingness to keep up to date with relevant policy changes, ensuring Marmalade Trust remains compliant with legal requirements and best practices.
- Act as an ambassador and advocate for Marmalade Trust.
- A willingness to undertake reasonable work outside of core working hours when this is necessary.

Desirable skills, knowledge and experience for this role

- Marketing qualification.
- Knowledge of the charity sector.
- Compassion and an understanding of the additional challenges faced by vulnerable or older people.

How to apply

Please submit a CV and cover letter. Your cover letter should clearly identify how you meet each of the skills, knowledge and experience requirements for the role. You can use headings and bullet points for this.

We offer flexible working hours – please contact us if you would like more information.

At Marmalade Trust, we want to create a genuinely inclusive workplace, where we embrace the differences of all our colleagues and celebrate diversity. To help ensure all candidates are assessed only against the job description, our selection process uses anonymised candidate applications.

To apply, send your CV and cover letter to Jade via support@marmaladetrust.org.

For an informal conversation about the role before you apply, please contact Xanne via xannecarey@marmaladetrust.org.

*You can choose to submit your cover letter as a voice recording clearly identifying how you meet the criteria.

Application deadline: 09:00, Monday 2nd December 2024.

Interviews: W/C 9th December 2024.