**What are we looking for?**

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| We are looking for a creative, well-organised and motivated marketing and communications professional to join our Business Generation Team. This is a key role in promoting Woodbrooke’s diverse mix of business to existing and new markets. |

**Job Title:** Marketing and Communications Coordinator

**Date:** October 2017

**Accountable to:** Marketing and Sales Manager

**Role summary**

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| You will play a key part in raising Woodbrooke’s profile for all the things that we do by contributing to, devising and delivering marketing strategies and plans developed in collaboration other key staff.  |

**Responsibilities**

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| Marketing* Identify effective ways of communicating what Woodbrooke does to new and existing customers.
* Work with the Programmes Team to devise and deliver marketing activity to promote Woodbrooke’s learning programmes.
* Work with other members of the Business Generation Team to devise and deliver marketing activity to promote Woodbrooke’s conference/meeting and accommodation offerings.
* Identify potential new markets for what Woodbrooke offers and find ways of reaching these groups and individuals.
* Develop networks and contacts to promote the range of Woodbrooke’s activity.
* Participate in local, regional and national networking and exhibition events promoting Woodbrooke.
* Oversee the creation and production of effective marketing materials for all aspects of Woodbrooke’s work including copywriting, design and production, liaison with other teams and with external designers, photographers and printers where appropriate.

Communications* Prepare, design, write copy for and distribute marketing materials.
* Ensure Woodbrooke’s website is maintained and updated providing and developing content where appropriate.
* Ensure effective interfaces between Woodbrooke’s website and other IT systems
* Liaise with external providers in relation to maintaining and developing Woodbrooke’s website.
* Make effective use of digital and social media in promoting Woodbrooke’s activity.
* Provide support for other staff in updating, contributing to and developing content for Woodbrooke’s website and social media channels.
* Write press releases and support media and public relations in conjunction with the Marketing and Sales Manager and Director.

Strategic development* Contribute to the development and implementation of strategies for promoting Woodbrooke’s activity across all platforms and streams of business.

Operational* Coordinate the use of Woodbrooke’s brand identity ensuring its roll-out across the organisation and supporting other staff in using Woodbrooke’s logo and brand appropriately.
* Coordinate internal and external exhibitions and displays, working with other staff as appropriate.
* Work with the hospitality team to monitor and maintain stock levels of marketing collateral.
* Work with the hospitality team to ensure marketing materials are displayed appropriately throughout the building.
* Coordinate and ensure timely responses to requests for publicity from both internal and external sources.

Departmental* Undertake other appropriate tasks as may be requested from time to time by the Marketing and Sales Manager or any member of the Management Team.
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**Person Specification**

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| **Qualifications:**Essential * Level 4 NVQ or relevant degree, or equivalent work experience and knowledge.

Desirable* Relevant Chartered Institute of Marketing qualification or working towards a qualification.

**Skills and Attributes:**Essential* Experience of using different forms of media to accurately convey information and engage others.
* Ability to create effective marketing materials.
* Ability to identify and deliver successful marketing campaigns.
* Confident IT user with the ability to learn new software and applications quickly.
* Adaptable and flexible, a collaborative team worker, who is also capable of working independently.
* Well organised, with the ability to manage and prioritise individual workload and work to tight deadlines.
* Sympathy with the values of the Religious Society of Friends (Quakers).

Desirable* Experience of audio and video recording and editing.
* Experience of using CRM practices, strategies and technologies
* Ability to understanding data protection requirements and the implications for marketing and communications.
* Experience of social media management.
* Experience of using web content management systems.
* Experience of analysing and reporting on SEO and social media engagement
* Knowledge of Quakers in Britain and worldwide.

**Other*** Eligible to work in the UK. We regret that we are unable to apply on a candidate’s behalf for a UK permit to work in this role.
* Willing and able to undertake a flexible work pattern.
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**Working time and location**

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| This post is based at Woodbrooke in Selly Oak, Birmingham. Some travel to locations with the United Kingdom is required.35 hours per week to be worked at times to suit the role, including some evening and weekend work. |

**Remuneration and benefits**

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| * Starting salary is £19,830 per annum, paid monthly.
* Annual leave entitlement 33 days per annum including statutory holidays.
* Employer Pension contribution of 6% if matched by employee contribution of 3% minimum.
* Cycle to Work scheme.
* Free staff lunch and refreshments, and family and friends discounts.
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**Applications and closing dates**

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| **Closing date for applications: <Date and Time>**Applications should be marked as ‘Confidential’ and sent by post or email to:Amy Bayliss – Marketing & Sales ManagerWoodbrooke Quaker Study Centre1046 Bristol RoadSelly Oak, Birmingham B29 6LJOr by email to: amy.bayliss@woodbrooke.org.ukReceipt of all applications **will** be acknowledged. Shortlisted candidates will be contacted within **2 weeks** of the closing date. |