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|  | | | **JOB DESCRIPTION** |
| **JOB TITLE: Marketing Co-ordinator (Maternity Cover)** | | | |
| **REPORTING TO: Executive Director**  **WORKING WITH: Project Co-ordinators, Business Manager, Associates, Suppliers** | | | |
| **SALARY RANGE**: **£18,000 – £22,000 pro rata (commensurate with skills and experience)** | | | |
| **1.** | **JOB SUMMARY**  To produce innovative and high-quality marketing materials that promote the Centre and its wide portfolio of services and attracts and retains customers and other stakeholders. The post holder must be flexible and able to undertake a range of digital and traditional marketing tasks, for example web content, video editing, newsletter production, design of flyers, social media posting.  Success in this role relies on an excellent understanding of the business and its stakeholders, to ensure communications support the business vision, mission and strategy. effective and professional manner, personal accountability and self-motivation and the ability to work in a fast paced and varied work environment. | | |
| **2.** | **INTRODUCTION AND OVERVIEW**  The Centre for Leadership Performance is a not-for-profit organisation working to support the growth of leadership capability across Cumbria. Our mission is to develop Cumbria’s leaders for today and tomorrow. We work from primary to board room in our approach to leadership development. Our philosophy and approach is that leadership is a behaviour that we can all demonstrate. We develop and carefully project-manage innovative programmes, working hand in hand with businesses and schools and young people to encourage and nurture leadership within organisations, individuals and communities, working at all levels and across sectors.  The Marketing Co-ordinator will ensure that marketing tasks are carried out in line with the Marketing Strategy and related marketing campaigns, as directed by the Executive Director.  As part of a small team they will be involved across all aspects of the business, relying on relationships with colleagues to produce effective marketing content that can be shared via email, the website and social media. Once directed the post holder must be able to work with minimal supervision, producing work of a high standard that protects and promotes the Centre brand. The post holder will also be relied upon to bring creativity to their work, making suggestions and bringing ideas to ensure campaigns are fresh and innovative.  **Developing practical and cost-effective marketing materials**  Working under the direction of the Executive Director, the post holder will prepare and share marketing materials that support the promotion of the Centre and its range of products and services. Given the small team and limited budget, the post holder will need to work efficiently thinking of how materials can be developed and used to gain maximum impact and uses. Although their role will be clearly defined, the post holder should expect to be involved in all aspects of marketing activity throughout the course of the year, developing expertise in video editing, graphic design, digital content, social media posting, newsletter production and event management. | | |
| **2.** | **MAIN RESPONSIBILITIES AND REQUIREMENTS** | | |
|  | 1 | Planning – planning their time and activity to support the delivery of the marketing strategy. Scheduling marketing activity to promote the Centre and its related products and services to maximise efficiency of limited resource. | |
|  | 2 | Organising –working closely with internal team and external providers to manage and develop marketing assets effectively eg photos, copy, case studies, materials, customer data. | |
|  | 3 | |  | | --- | | Delivering – Being responsible for day-to-day marketing activity as directed by the Executive Director, e.g. social media posts, creating marketing materials such as presentations, leaflets, writing newsletters, web content. | |  | | |
|  | 4 | Controlling - keeping marketing activity on track and on budget and reporting issues to Executive Director. | |
|  | 5 | Collaborating – working closely with colleagues, external stakeholders, sub-contractors, associates, and clients to ensure marketing activity is aligned. | |
| **3.** | **GENERAL** | | |
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| **Other Duties** – We are a small and busy team and the duties and responsibilities in this job description are not exhaustive. The post holder may be required to undertake other duties from time to time within the general scope of the post. Any such duties should not substantially change the general character of the post. | | | |
| **Contract details –** temporary 12 months, part time, 21-28 hours per week, pro rata equivalent of 25 days holiday plus 8 bank holidays.  **Pension Scheme** – 5% employee and 5% employer contributions  **Policies and Procedures** – The post holder is required to adhere to CfLP policies and procedures including current DBS and safeguarding requirements. | | | |
| **Health and Safety** – The post holder has a responsibility for their own health and safety and is required to carry out the duties in accordance with CfLP’s health and safety policies and procedures.  **Interviews** – to be held Monday 28 June 2021  **To apply for this job please forward your CV with a covering letter describing how you meet the specification and why you think you would be a good fit for the post to:** [**liz.hodgson@cforlp.org.uk**](mailto:liz.hodgson@cforlp.org.uk)  **If you would like to arrange an informal chat about the role then please contact our Executive Director, Sarah Glass sarah.glass@cforlp.org.uk**  **Deadline for applications is midnight Sunday 20th June 2021.** | | | |