**JOB DESCRIPTION**

## JOB TITLE: MARKETING OFFICER (6 month contract)

**REPORTS TO: MARKETING MANAGER**

**BASED: PERENNIAL HEAD OFFICE**

**JOB PURPOSE:**

1. To deliver marketing communications projects that meet corporate communications objectives, raising income and awareness and understanding of Perennial’s services and brand.
2. To co-ordinate the design, production and distribution of a complete range of marketing support materials across the Marketing & Fundraising, Services and Finance teams.
3. To support and implement the design and production of some marketing collateral in-house.

**KEY Responsibilities:**

1. **Communications**
   1. Work with internal and external stakeholders and suppliers to produce off-line and on-line marketing materials and through effective briefing and planning ensure they are delivered on time, meet set objectives and targets, adhere to brand and deliver consistent messages.
   2. Manage the design, circulation, proofing, print and production of charity literature and marketing materials including supporter mailings and emails, digital, video, volunteer support materials, presentations, newsletters, annual accounts and special events. Some copywriting will also be needed.
   3. Implement direct marketing to recruit, retain and develop supporters using a range of direct marketing techniques including direct mail, online and email.
   4. Play a key role in helping the Marketing Team provide high quality and effective communications to external and internal stakeholders.
   5. Manage external advertising for the charity as agreed by the marketing manager.
2. **Website & Social Media**
   1. Support the communications officer in the management of Perennial’s website and social media activity, including occasional out of hours monitoring.
   2. Working with the marketing manager and the communications officer support the implementation of a new website and the on-going maintenance.
3. **Direct Marketing & CRM Database**
   1. Undertake analysis projects to improve targeting and understanding of audiences.
   2. Extract data and work with external agencies to provide records for direct communications.
4. **General**
   1. To maintain a filing structure that encourages cross team working and the ability to effectively store images and project detail.
   2. At all times, ensure the good name of the charity, in conjunction with other professionals, as appropriate.
   3. Maintain and update the marketing and PR schedule of activity ensuring internal and external stakeholders are kept up to date with the status of jobs.
   4. To play an active role in promoting the work of Perennial by participating in training courses, team and staff meetings as arranged some of which may be residential.
   5. Maintain expenditure and income budgets of activities and update and monitor against targets.
   6. Work within the Charity’s policies including, but not limited to, Health and Safety and Diversity.
   7. Carry out any other duties across the Marketing & Fundraising Team that may be agreed from time to time, in discussion with the Marketing Manager, which relate to fundraising and promotional activities.
   8. Maintain processes that ensure the effective running of the team and reporting.

It is anticipated that the tasks and responsibilities will be unpredictable and varied. Staff are therefore expected to work flexibly when the occasion arises and should be aware that sometimes tasks not specifically covered in their job description have to be undertaken. Evening and weekend work may be required as part of this role. (Time off in lieu will be given)

# PERSON SPECIFICATION:

(E) = Essential (D) = Desirable

**Education and Knowledge**

* General education up to “A” level standard with experience (E)
* Relevant marketing qualifications (e.g. Institute of Marketing / Interactive Direct Marketing Diploma, Certificate in Fundraising, Graphic Design etc.) (D)
* Knowledge of issues affecting voluntary sector (D)

**Experience**

* At least two years of Marketing and Communications experience, including a track record of achievement (E)
* Experience of managing the production of literature (E)
* Experience of managing external agencies and suppliers (E)
* Experience of working under pressure, managing time effectively and working to deadlines (E)
* Experience of working in a not for profit fundraising environment (D)
* Experience of project management (E)

**Skills**

* Good working knowledge of Microsoft packages (Word, Excel and Powerpoint) (E)
* Ability to persuasively communicate to a very high standard (E)
* Experience and understanding of databases (E)
* Ability to write interesting and innovative copy (E)
* Excellent attention to detail (E)
* Experience in designing publications with good appreciation of the needs of specialist audiences (E)
* Photoshop/InDesign/Quark/DTP skills (D)

**Character/Personality**

* Good level of tact, diplomacy and patience (E)
* Flexible (E)
* Enthusiastic (E)
* Able to work on own initiative (E)
* Naturally supportive of colleagues (E)
* Willing and able to integrate into a fresh, creative, and fast-paced department (E)
* Interest in gardening/horticulture and commitment to issues faced by horticulturists(D)

**Circumstances**

* Able to work outside 9-5 hours on occasion (E)
* Willing and able to travel to UK wide destinations on occasion (D)

# KEY TERMS AND CONDITIONS:

Full information on terms and conditions are contained within a Staff Handbook, issued upon appointment. Enquiries on specific matters are welcomed – the following are the key issues.

**Contract term:** 6 months

**Hours of work:** 9-5pm, Monday to Friday with 1 hour unpaid for lunch (flexible working considered)

**Holidays:**  25 days per annum (with increases for long service)

**Pension:**  Perennial will match your contribution of up to 7% of gross annual salary to a stakeholder pension scheme (full details available on request)

**Death in Service Benefit:**  3 x salary