



Job Description

Job Title	Marketing Officer
Base	Fareham, Hampshire (can work from home but ability to attend offices and travel throughout the county when required is essential)
Hours	37 hours per week
Salary Band	D
Contract	Permanent
Reports to	Marketing and Communications Manager

Overview of the role

The Marketing Officer is responsible for implementing delegated areas of the marketing plan with creative and innovative ideas and delivering tasks to support marketing campaigns on time and accurately. You will also be responsible for the management and promotion of our membership services, including oversight of our membership CRM and associated activities to grow our membership.

Background:

Community First (CF) wants to recruit a Marketing Officer, to support the provision of our professional marketing service by carrying out a range of operational duties, helping us implement an ambitious marketing strategy, and manage the membership CRM. This is an exciting and varied full-time role that is central to CF's operations and continued growth. The position would suit someone who already has experience in marketing and has the ability to produce engaging presentations and materials to promote the charity's profile and brand voice. Previous experience in the use of social media for promotional purposes is essential. The successful candidate would ideally have a degree, or be working towards a formal marketing qualification, and have an outgoing, confident personality.

Job Purpose:

Reporting to the Marketing and Communications Manager to create compelling content to enhance CF's brand presence with target audiences. Keeping all social media channels on-message and brand-focused, and identifying emerging channels and ways of engaging new, existing and potential customers across our key services. Working closely with service managers and external partners to share

messages and promote new opportunities and services. Management of membership activities and our CRM; ensuring that member organisations are supported and retained through the use of compelling and engaging content, and exploiting opportunities to identify and attract new members.

Key responsibilities:

- Working with the Marketing and Communications Manager to develop, coordinate and implement marketing campaigns in line with the marketing strategy
- Managing CF's social media profile, including Facebook, LinkedIn, Twitter, Instagram and other relevant platforms; scheduling management and automation of social media via Hootsuite.
- Creating compelling written, graphic, and video content that engages members and drives prospect traffic to CF websites – through papers, articles, blogs, datasheets, brochures, flyers, FAQs, posters and infographics.
- Raising the profile of CF; producing promotional materials as required for all CF services and marketing events and providing support to events. This may include working with external design/production companies.
- To regularly liaise with the service managers to monitor campaign requirements and website updates, and support the production of promotional materials to attract new customers
- Assume responsibility for automated emails, newsletters & analysing post email statistics to further improve activities; Creating copy for regular engaging campaigns for mailing list subscribers via Mailchimp
- To ensure social media activity is maintained with relevant campaigns to establish and maintain an online presence
- Monitor google analytics & identify opportunities and SEO improvement requirements; reporting on website statistics, goals and trends including behaviour, demographics, acquisition funnels for campaigns.
- Managing website updates, including content upload, change requirements, job vacancies, general landing pages and latest news and press releases; ensuring
- Interfacing with external marketing agencies, graphic designers and media agencies commissioned to undertake projects and to provide support to CF
- Supporting company operations branding, ensuring consistency and quality
- Management and promotion of CF's membership offer, working with our Community Development Director, including member and thematic engagement events, and collating data and reports using the membership CRM
- Ensuring that established members are supported and retained through the use of compelling and engaging content, and that opportunities to attract new members are identified and exploited

Clauses Common to All Community First Job Descriptions

- To promote CF's Equal Opportunities and Diversity policy.
- To comply with all CF policies and Conditions of Service as laid out in the CF Staff Handbook.
- In discharging the duties of the post to have due regard to the provisions of Health & Safety at Work legislation.
- To undertake such additional responsibilities appropriate to the role as may be required and agreed with Marketing and Communications Manager, commensurate with the grade and responsibilities of the post.

Person Specification

Requirement	Essential or Desirable
<p>Knowledge & Experience</p> <ul style="list-style-type: none"> ● Marketing, Social Media Qualification or equivalent NQV level 3 or above environment ● Principles and techniques of strategic marketing, advertising and promotion. ● Experience writing copy for online, print and social media communications ● Degree or equivalent in a Marketing related discipline 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p>
<p>Skills</p> <ul style="list-style-type: none"> ● Experience of using CMS applications for publishing copy e.g. WordPress ● Experience of using CRM applications and automation marketing platforms such as Mailchimp or Salesforce ● Excellent Copywriting skills ● Use third party applications to integrate, monitor and schedule marketing campaigns e.g. Facebook Ads Manager, Google AdWords, Hootsuite etc. ● Basic ability to use graphic design applications such as Photoshop, Canva or similar ● Ability to configure and analyse Google Analytics reports ● Understanding of SEO and implementing improvements via continuous review of the website content & data in the CMS ● Basic level and experience of writing/ editing HTML 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p> <p>Desirable</p>

Personal Attributes

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| ● Ability to work on your own initiative and as part of a wider team | Essential |
| ● Excellent organisation skills and ability to prioritise workload | Essential |
| ● Creative flair and attention to detail | Essential |
| ● Understanding of and support for Community First's values | Essential |
| ● Commitment to working in a customer-focused manner | Essential |
| ● Excellent communicator | Essential |

CONDITIONS OF EMPLOYMENT

1. Job Title

Marketing Officer – Permanent Contract

2. Salary

Salary: circa £ 23,000.00 per annum

3. Hours of work

37 hours per week.

4. Holiday Entitlement

25 working days in each year in addition to bank holidays increasing by 1 day after 2, 3 and 4 years' service to a maximum of 28 days. Leave year is 1 April to 31 March (and pro rata for part time staff).

5. Conditions of Appointment

A three month probationary period applies to this post

6. Place of work

Fareham with home working and a flexibility/willingness to work in locations across Hampshire

7. Pension Scheme

Following successful completion of your probationary period, you will be automatically enrolled in CFW's NEST pensions scheme, provided you meet the Qualifying requirements. CFW will provide employer contribution in line with the provisions of the scheme. You will retain the option to opt out the scheme should you so wish.

8. Accountability

The Marketing Officer will be accountable to the Marketing & Communications Manager.