



Marketing Assistant Job Description

Overview

Salary: £23,000 (pro rata) per annum, rising to £25,000 (pro-rata) upon successful completion of the probationary period.

Hours: 15 hours per week. We offer flexible working hours within overall working hours of 08:00 – 18:00. Working hours and days are to be agreed.

Contract: Permanent, following 6-month probation.

Reporting to: Marketing Manager

Location: Hybrid. Predominantly home-based, with occasional work required in the office (Newmarket Road, Cambridge) and other locations across Cambridgeshire.

Annual leave: 25 days per annum (pro-rata) plus concessionary leave during office closure between Christmas and New Year.

Pension: A workplace pension scheme with NEST.

DBS: To access the office, all staff need to obtain a security pass for which DBS and security checks must be successfully completed.

Role purpose

To support the Marketing Manager in delivering a range of marketing and communications activities to increase brand awareness, support donor development and develop positive relationships with the charity's key stakeholders and audiences.

Key responsibilities

Role-specific responsibilities

- **General:** Provide day-to-day marketing and communications support to the Marketing Manager and the wider team, encouraging and promoting branding and communications best practice across the charity.
- **Email:** Manage the events email inbox and respond to enquiries.
- **CRM:** Use Salesforce to input and manage donor, event and campaign data.
- **Website:** Regularly review and update website content and carry out administrative tasks related to the website's donation and fundraising system.
- **Social media:** Support content creation, managing activity, and analytics.
- **Storytelling:** Build our storytelling resources, such as written and video case studies to demonstrate the impact of our work.
- **Copywriting:** Create copy as needed for marketing collateral, campaigns and the website.
- **Press and PR:** Research stories, produce press releases, maintain media lists and record media coverage.
- **Design:** Design digital and printed marketing collateral, such as reports, posters and event invites.
- **Events:** Support the planning, promotion and delivery of the charity's events and attend relevant external events. This will require occasional evening and weekend work.
- **Campaigns:** Support the planning and delivery of fundraising and brand awareness campaigns.
- **Video:** Record and edit video content.
- **Analytics:** Support the evaluation of our marketing activities using analytical tools, as required.
- **External suppliers:** Liaise with suppliers when required.
- Undertake other duties that may be reasonably requested from time to time by the Marketing Manager.

General responsibilities

- Work in accordance with the values, policies, and procedures of the Foundation.
- Work within the Foundation's performance management approach, including setting and reviewing progress against objectives, training and other personal development, as required.

- Promote equal opportunities (in terms of race, religion, gender, sexual orientation, disability, and other forms of discrimination) throughout all aspects of the Foundation's work.
- The post will require travel across Cambridgeshire and occasionally other UK locations.

Person specification

Essential knowledge, skills and experience

- A qualification in marketing or a related subject, or two years' experience in a marketing or communications role (this can include voluntary work).
- Excellent written communication skills, with experience of writing engaging copy for different audiences, channels and functions.
- Experience of using Canva and/or software packages to create print materials, as well as digital and video content.
- Excellent interpersonal skills and personal integrity.
- Excellent administrative skills.
- Meticulous attention to detail.
- Excellent IT skills, including experience of using the Microsoft Office suite.
- A full UK driving license and access to a car.

Desirable knowledge, skills and experience

- Experience of using social media in a professional environment.
- Experience of using Salesforce or another CRM system.
- Experience of using WordPress or another website management system.
- Experience of supporting the planning and delivery of events and/or campaigns.
- Experience of using marketing analytics tools, such as Google Analytics.
- Understanding of the charity sector.