

Marketing Officer Job Description

Job title: Marketing Officer
Hours: 37.5 hours per week
Location: Head Office, London
Contract: Permanent

Reports to: Head of Communications and Marketing
Wider department: PR Manager, Media Relations Assistant, Communications Officer, Communications Interns

Job purpose:

The Marketing Officer is responsible for planning and implementing successful integrated marketing campaigns in support of the Charity's fundraising activity with direction from the Head of Communications and Marketing. They will champion and develop The Sick Children's Trusts' corporate identity and brand as well as develop high quality and engaging content to help raise awareness among key audiences including managing the planning, production and evaluation of the bi-annual supporter newsletter.

Key responsibilities:

- Manage and coordinate the organisations marketing schedule
- Develop integrated marketing plans to promote the organisations activities
- Working with external designers, manage and produce fundraising materials for events and fundraising campaigns
- Evaluate the success of activities and tactics against objectives and KPIs
- Manage the design, production and printing of promotional merchandise
- Build good relationships with external suppliers such as designers and printers
- Work with the Head of Communications and Marketing to develop the charity's brand and champion this both internally and externally
- Manage the production of our bi-annual newsletter and evaluate its effectiveness, making recommendations for improvement and taking these forward when necessary
- Create content for social media
- Ensure the charity's database is used and kept up-to-date with relevant information on supporters and case studies
- Ensure media/photo consent forms are completed and filed
- Represent the organisation at agreed events
- Manage own performance to achieve personal objectives and support others in area/s of own expertise when the need arises

Person specification

		Essential	Desirable
Experience	Demonstrable experience within a marketing / communications role	✓	
	Experience of delivering integrated marketing plans and the ability to lead these	✓	
	Experience of working in the voluntary sector		✓
	Experience of working effectively without close supervision, and coming up with solutions as challenges arise	✓	
	Experience of managing own workload effectively and planning and organising work to meet deadlines	✓	
	Experience of working with external suppliers including designers and printers to manage the production of marketing collateral	✓	
	Experience of working with a range of stakeholders at different levels	✓	
Skills, abilities and personal attributes	Excellent written and oral communication skills	✓	
	Able to produce accurate work to a high standard at all times	✓	
	Uses initiative to perform tasks well and demonstrate pro-active thinking	✓	
	Ability to think creatively	✓	
	Able to develop positive working relationships with a range of people internally and externally, individually and as part of a team	✓	
	Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation	✓	
Knowledge	Knowledge of Microsoft Office software	✓	
	Knowledge of Adobe design packages including In-design and Photoshop		✓
	Excellent understanding of key principles and elements of effective copywriting and editing	✓	
	Understanding of digital marketing, including email and social media	✓	
	Experience of using website CMS systems		✓

	Excellent knowledge of marketing tactics and communications channels	✓	
Education/ Training	Educated to degree level or equivalent experience	✓	
Other requirements	Commitment to working outside of normal office hours, at weekends and away from home when the job requires	✓	
	Able to keep thorough, accurate and up to date records	✓	
	Willingness to take accountability for own actions in the delivery of objectives	✓	
	Commitment to working within the principles of equal opportunities	✓	
	Empathy and commitment to the aims, goals and values of the charity	✓	
	Commitment to the charities mission and values	✓	