



Application Pack

Events and Marketing Coordinator

We want our application process to be right for you as an individual. If there's anything we can do to make the process below more straightforward for you, please email recruitment@barnwoodtrust.org and we will contact you to discuss what support we may be able to provide.

Our careers page on our [website](#) has some examples of things we may be able to put in place.

We are recruiting for:

- 1 x Part Time - 22.5 hours (12 months fixed-term contract)

The application pack consists of the following:

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After reading this pack, you will need to complete our online application form:

- Answer the 3-role specific competency-based questions.
- Provide your personal details, work history and experience.
- Please consider completing our equal opportunity monitoring section. Your equal opportunities information is separated from your application at source and is not seen by the recruiting manager.
- **Deadline for applications: 12 noon Wednesday 8th January 2025**
- **First interviews: Monday 13th & Tuesday 14th January 2025**
- **Second stage interviews: Monday 20th & Tuesday 21st January 2025**



Barnwood Trust

Barnwood is an independent charitable Trust. We get millions of pounds of funding out into the county every year. But money is only part of the story.

We join with the people, communities and organisations in Gloucestershire's disability and mental health movement – creating change so that disabled people and people with mental health conditions have choice of opportunities, access their rights, and are included where they live.

What do we do? We investigate the long-term, complex issues and barriers faced by disabled people and people with mental health conditions. We share research, develop projects, and run campaigns to influence the change that's needed. We partner with local organisations, involve people with lived experience directly in our work, and look for better ways to fund.

Barnwood Trust was set up over 200 years ago. Today, we are not your typical funder, and we don't work in isolation. Learning and collaboration run through everything we do. We bring people together for a different conversation and explore big ideas.

We listen and add clout where we can, to help make changes happen – building belonging and making a difference in the life of the county.

We are a mixed team of staff and Trustees at Barnwood with lived experiences of disability, mental health and neurodivergent conditions, and passionate allies in the disability and mental health movement.

Our Values

Focused



Disabled people and people with mental health conditions across Gloucestershire are at the heart of everything we do

Inclusive



Connecting and collaborating with openness and honesty, we ensure all voices are respected, heard and valued

Bold



In the face of change and uncertainty we are flexible and confident in finding ways forward

Forward Thinking



Using our independence, we explore long-term solutions to everyday challenges



Terms and Conditions

1 x Part Time (12 months Fixed-Term Contract)

- This role is fixed term for 12 months.
- We welcome applications from people looking for part time hours (22.5 hrs p/week).
- Salary: £20,466 p/a pro rata 22.5 hours per week (FTE £34,110).
- We offer a flexible start between 8am and 9.30am Monday to Friday

Benefits

- 22 days holiday inc. bank holidays p/a pro rata (FTE 36 days inc. bank holidays).
- Life Assurance (3 x Salary)
- Pension Contributions
- Employee Assistance Programme

Due to the nature of its duties, this position is predominantly based in our office in central Cheltenham with only occasional and irregular opportunities for home working.

Barnwood Trust is committed to safeguarding and promoting the welfare of disabled people and people with mental health conditions and expects all employees to share this commitment.

All offers of employment are subject to several employment reference checks and a basic DBS check provided by the Trust.



Job Description

Purpose

This role carries specific responsibility for managing the logistics and coordination of a diverse range of external events for the Trust, as well as producing marketing materials, both print and digital, for external audiences – all to engage a wide range of individuals and organisations in the work of the Trust.

Introduction and Background

Barnwood Trust is a long-established charitable Trust in Gloucestershire.

Its vision is that Gloucestershire will be a better place when disabled people and people with mental health conditions are equal, empowered and their rights are upheld.

The Trust's purpose is to act as an agent of social change, working alongside disabled people and people with mental health conditions to create that change.

Our work is focused on three strategic goals:

- Disabled people and people with mental health conditions across Gloucestershire have choice of **opportunities** that meet their hopes and passions.
- Disabled people and people with mental health conditions across Gloucestershire are **included** and involved in their communities and the places where they live.
- Disabled people and people with mental health conditions across Gloucestershire access their **rights** and see positive change on disability issues.



Position in organisation

The Events and Marketing Coordinator is a part-time role which sits within the Engagement and Insights Team, whose primary function is to engage with people in the county who want to drive positive change that benefits disabled people and people with mental health conditions.

Outline of function

Events management for Barnwood Trust hosted external events

- Collaborate on cross-team projects to plan and deliver high-quality events of varying scales.
- Provide logistics planning, delivery and event management support for external events and activities for Barnwood's change programmes.
- Lead on the logistics planning, delivery and event management for the Trust's Annual Public Meeting – Together with Barnwood.
- Collaborate with Barnwood Circle members and other external stakeholders to shape and deliver events suitable for the intended audiences, as required.
- Maintain high standards of accessibility and inclusion for all events.
- Manage the events and marketing functions of the Trust's CRM data management system (Bitrix).
- Maintain accurate events and marketing data in line with GDPR requirements.

Marketing and communication to a wide range of external audiences

- Work with the Marketing Manager to enable Barnwood Trust to engage with diverse audiences effectively and creatively.
- Contribute ideas for engaging content, utilising a range of channels.
- Produce and disseminate marketing materials, both print and digital, working collaboratively across the Trust.
- Support the delivery of the Trust's websites and social media presence, including effective content management, scheduling and platform maintenance, in collaboration with the Digital Marketing Coordinator.



- Evaluate and improve the effectiveness of the Trust's reach across digital and printed marketing channels, utilising monitoring data.
- Maintain high standards of accessibility and inclusion for content on all marketing and communications channels.
- Project manage outsourced projects, such as film production, in collaboration with the Marketing and Communications Manager.

General

- Uphold, safeguard and promote the Trust's values, principles and policies through personal conduct, approach to all tasks undertaken and conduct of relationships with everyone engaged with, inside and outside the Trust
- Contribute to events and activities organised to support the development of Barnwood Trust and to promote the work of the Trust including the Trust's internal and external Learning Programme
- Participate in routine tasks required to maintain a high-quality environment for everyone using Barnwood Trust's premises
- Take responsibility for working in accordance with the Trust's policies, with special regard to the safeguarding policies, taking reasonable care for your own health and safety, and that of other people, and to comply with all health and safety legislation
- Ensure the Chief Executive is kept informed of all important matters related to the work of the Trust across the county
- Maintain confidentiality at all times and ensure compliance with the Trust's Information Governance Policy and suite of policies



Person specification

Commitment to disabled people and people with mental health conditions

- Passionate about making a positive difference to the lives of disabled people and people with mental health conditions.

Knowledge and Experience

- Proven experience of planning and event managing in-person and online events of varying scales to a wide range of audiences (Essential)
- An understanding of a range of marketing channels, including print media, digital media, social media platforms, and face to face engagement (Essential)
- Proven experience of successfully delivering marketing projects while working collaboratively within a team environment (Essential)
- Proven experience of using a Content Management System (CMS, e.g., WordPress), a Customer Relationship Management System (CRM, e.g., Bitrix) and social media scheduler (e.g., Zoho) (Essential)
- A working understanding of accessibility tools for a range of communications and being able to communicate the work of the Trust to a diverse audience (Desirable)
- Experience of creating content using Adobe Creative Suite (e.g., InDesign, Illustrator, Premier Pro, Photoshop) (Desirable)

Skills

- Highly organised with project co-ordination skills
- Excellent communication including high level written communication skills
- Strong IT skills (demonstrable proficiency in using MS Outlook, MS Office Suite)
- Creativity, flexibility and adaptability



Work ethic and approach

- A positive attitude and an ability to generate goodwill and build relationships with collaborators and colleagues
- Ability to manage parallel tasks, prioritise work, cope with the unpredictable and manage time effectively to meet internal and external deadlines
- Displays the utmost integrity and an ability to hold and respect confidential and sensitive information
- Dependable and resilient
- Commitment to working as part of a team
- Self-motivated, resourceful, and proactive in taking initiative
- Concern for, and commitment to, delivering high quality work



Application Guidance

Guaranteed Interviews

In the person specification we describe some 'essential knowledge skills or experience' (a few things we really need the person applying to be able to do). If you have a disability (this includes mental health or long-term health conditions) and have these essential skills or experiences, we will guarantee you an interview*.

To be invited to interview or assessment in this way, you must detail in the answers to our 'Competency Questions' document how you meet the essential criteria for the role and then check the box next to the question asking if you would like your application to be considered for this.

A request under the guaranteed interview scheme does not guarantee an applicant a job. At interview, the best candidate will be offered the role. If you are invited to interview you will receive your invite and we'll ask you about any reasonable adjustments that you may need.

*Please note that if a large number of disabled people apply it may not be possible to interview everyone, in which case those who best meet the essential criteria will be invited to interview.

How to apply

On our website, click on Apply Now to be taken to the online application form. The online application form has 3 main sections for you to complete:

1. The form will ask you to answer 3 role specific competency-based questions. It is only your answers to these 3 questions that will initially be shown to the hiring manager to shortlist applicants for interview so please answer these questions fully.
2. The form will ask you to complete a basic application form including your personal details, work history and experience. This section will not be shared with the recruiting manager until after shortlisting and will be held by the recruitment team.
3. Finally, the form will ask you to complete an equal opportunity monitoring section. Your equal opportunities information is separated from your application at source and is not seen by the recruiting manager.



Equal Opportunities questions help us to monitor the effectiveness of our Equal Opportunities policy by gaining a picture of all those applying for and obtaining jobs with the Trust. The Equality Act 2010 protects people from discrimination and promotes equality based on a number of 'protected characteristics'. We ask for information on your 'protected characteristics' to help us monitor our performance on equality.

Completing the form

You may wish to complete your application in stages. To do this, use the 'save and continue later' function at the bottom of a page in the application. The form will ask you for an email address and will email you a link to the completed section of form so you can go back to it later even if you close your web browser.

Applications must be submitted by the closing date and time. Once you have submitted your application form you will not be able to make any further amendments, and you will not be able to see a copy. If you are invited to interview, we will share a copy of your application form with you.

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