

Wimbledon Guild

Job description

Marketing and Communications Officer (part-time)

Based at: Wimbledon Guild, central Wimbledon

Hours: 22.5 hours or 3 days a week

Salary: £29,216

Start date: November 2024

This role is a short-term contract position ending on 31st March 2025.

Description of post

Wimbledon Guild is looking for a part-time Marketing and Communications Officer to join our small, busy marketing team.

Our Marketing and Communications team support all of our internal teams, making sure that people who are eligible for support are aware of what we do.

We're looking for someone who is a great communicator and excels at building relationships with internal and external stakeholders. You will understand the importance of delivering a message in an engaging and relevant way and will know that different audiences require different approaches.

Our ideal candidate is someone who has excellent attention to detail, is proactive and a team player with great people skills. The role is ideal for a freelance or portfolio worker.

Main duties and responsibilities

- Create strong working relationships with others in the organisation, and always have an ear open for a story.
- Build relationships with local media and partners to maximise opportunities to raise awareness of Wimbledon Guild and how we can help.
- Provide marketing support for internal teams, promoting their services via the website and printed literature.
- Create written content for WG's website, social media, and newsletters, and for partners who are promoting Wimbledon Guild.

- Be the first point of contact for changes/additions to our website, using a simple back-office CMS.
- Keep track of marketing collateral, manage stock levels – develop a system for keeping track of event materials.
- Gather case studies from others in the organisation, develop and maintain a case study library.

This list of tasks is not exhaustive and will be reviewed from time to time in discussion with the post holder. This role will be based at our Wimbledon Office, with occasional travel to our Morden base.

Person Specification

Knowledge, Skill and Experience Required

Essential

- A storyteller, with an eye for a good headline and the ability to develop content for a variety of audiences.
- Excellent command of the English language along with strong copywriting and proofreading skills with a high level of attention to detail.
- Visually literate, with ability to make appropriate judgments on design to support the development of high-quality content.
- Able to use Canva to produce basic marketing literature using our brand guidelines and tone of voice.
- Excellent project and time management skills, with ability to prioritise workload and conflicting requests from senior internal and external stakeholders.
- Excellent interpersonal skills, with ability to communicate effectively with a wide variety of clients and stakeholders.
- Ability to work outside normal office hours on rare occasions for large events.
- Strong IT skills including Microsoft office.
- Rigorous in making sure that deadlines are met.
- Experience of liaising with people at all levels.
- Proven experience with at least one year in a marketing/communication focused role.
- Commitment to the mission, vision and values of Wimbledon Guild.
- Commitment to equal opportunities.

Desirable

- Knowledge of Facebook Ads and Business Manager.
- Knowledge of Google Ads.
- Experience with Mailchimp.
- Basic knowledge of graphic design – Adobe Photoshop, InDesign, Illustrator, Canva.
- An interest in photography/videography would be useful for producing social media content.
- Day-to-day knowledge of managing websites using a CMS (knowledge of HTML/coding not required).
- Experience dealing with GDPR and its impact on data handling.