



Marketing & Engagement Coordinator - Job Description & Person Specification

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| Job Title: | Marketing & Engagement Coordinator |
| Location: | Based onsite at the ABF office in central London. |
| Hours: | 2 days per week |
| Salary: | £13,860 pa |
| Responsible to: | Marketing & Engagement Manager |
| Purpose of role: | To promote and support the ABF's mission in helping actors and stage managers, through marketing and increasing engagement with the charity's members and other stakeholders to increase the impact of the organisation. |

Key Responsibilities:

1. Assist the Marketing and Engagement Manager with the planning and execution of marketing, branding and advertising strategies.
2. Respond to enquiries and manage communications with ABF members, providing a positive and responsive experience of the charity.
3. Process new membership applications generated by email, website, post or in person, ensuring compliance with ABF policies and Articles of Association. Regularly review the membership form to ensure data collected meets business needs and is purposeful.
4. Administer current membership accounts by processing renewals, resignations and lapsed members. Record the receipt of membership fees. Maintain accurate Gift Aid records for membership records, including regular reviews of non-gift aid members eligibility to sign up for Gift Aid. Keep up to date with HMRC legislation.
5. Provide membership data and reports as required and suggest improvements.
6. Plan, promote and co-ordinate membership initiatives including the recruitment of volunteers where required across the organisation.
7. Develop engaging content for social media platforms, newsletters and the ABF website.
8. Monitor and track the performance of a campaign.
9. Develop and implement activities to increase the ABF membership.
10. Work closely with the leadership of the charity to recommend and oversee a card operation that is impactful, reflects the organisation's mission, meets business needs, and the current retail climate.
11. Carry out any other duties as instructed by your line manager.

Person Specification

| Knowledge and Experience | |
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| Essential | Desirable |
| Experience in providing exceptional customer service, including with a diversity of audiences | Experience of working in the charity sector and / or membership-based organisations |
| Knowledge and experience in copywriting, editing and / or proofing skills | Knowledge or experience of acting and / or stage management |
| Creating and uploading social media posts for platforms such as Facebook and Instagram using META Business Suite or Hootsuite. | Experience with introducing and utilising new engagement technologies or methodologies |
| Experience of record keeping and the handling of sensitive and confidential information, in line with GDPR | Experience liaising with specialist providers (e.g. graphic/media designers, copywriters, printers) |
| Experience in social media management tools | Experience of transaction processing |
| | Experience with producing data and reports on performance |

| Skills | |
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| Essential | Desirable |
| Excellent verbal and written communication skills to successfully convey the ABF's vision, mission and brand | Analytical mindset to evaluate processes and recommend improvements |
| Proven ability to build and maintain positive, trusted relationships with members, volunteers, stakeholders and / or partners | |
| Strong organisational skills to manage multiple projects, meet and set agreed deadlines | |
| Ability to adapt to changing priorities and work in a fast-paced environment | |
| Strong attention to detail, including the ability to analyse data and proof-read documents prior to distribution | |