

Job description

Post	Marketing Assistant
Grade	4
Hours	35 a week
Accountable to	Senior Marketing Manager

The King's Fund is an independent charity working to improve health and care in England. We help to shape policy and practice through research and analysis; develop individuals, teams and organisations; promote understanding of the health and social care system; and bring people together to learn, share knowledge and debate. Our vision is that the best possible health and care is available to all.

Our values

We expect everyone who works for us to be committed to our values and to share our commitment to becoming a more diverse and inclusive organisation. Our vision, values and commitment to diversity and inclusion can be seen at:

<https://www.kingsfund.org.uk/about-us#our-values>

Context

This job is key to our centralised marketing function. The function is working across the marketing mix with a focus on work that supports The King's Fund's income and impact objectives. We are committed to being customer-centric and insight-driven in our marketing approach.

Job purpose

Works with the Senior Marketing Manager to implement activity to promote open programmes and events, and to strengthen our customer insight.

Main responsibilities

- Works alongside the wider marketing team to implement marketing plans to support events and open programmes.
- Creates e-mail marketing campaigns for events and open programmes.
- Books and creates digital briefs for digital advertising, including paid social media campaigns, with the support of the Senior Marketing Manager.
- Produces marketing copy for online and offline channels.
- Prepares data for evaluation reports and works with the Senior Marketing Manager to draw insights and learning from the work.
- Works with the in-house designer on marketing materials for events.
- Supports the Senior Marketing Manager with the customer insight programme of work.
- Creates and updates CRM records to ensure that we have high quality data within the CRM system.
- Supports the Senior Marketing Manager with the implementation of the CRM programme of work through picking up various administrative tasks.

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• positive and engaged • striving for excellence • acting with integrity

Other

- Actively contributes to effective communication within the team and with others across the Fund.
- Ensures that the organisation's business and information systems are utilised for the benefit of the team, directorate and Fund.
- Ensures any finances related to the role are in compliance with related policies and procedures.
- Effectively contributes to project/business performance by planning, co-ordinating, delivering, evaluating and communicating as appropriate.
- Actively learns and develops to stay up to date with developments in area of expertise and to meet the changing needs of the job, team and organisation by participating in appraisal and appropriate learning activities_including information security and privacy awareness.
- Encourages and supports the development of others, the team and the organisation by engaging in and contributing to the Fund as a learning organisation and to its positive culture.
- Represents the team and Fund in a professional and positive manner with both internal and external stakeholders and in doing so reflects the values of the organisation.
- Undertakes any other duties that may reasonably be required, and are commensurate with the grade of the job, in furtherance of the objectives of the Fund.
- Ensures compliance with The King's Fund's policies, procedures and contract of employment.

Date: April 2024

Person specification

Supporting Evidence

You must demonstrate your experiences, skills, abilities and values by giving specific examples for the criteria within the person specification.

	Essential	Desirable	How Tested
Training and qualifications	<ul style="list-style-type: none"> Proficient in the use of Microsoft products, including Excel 		<i>Application</i>
Knowledge and experience	<ul style="list-style-type: none"> experience of providing a service and of client satisfaction 	<ul style="list-style-type: none"> experience of using a CRM system experience of email marketing, including the use of systems like Dotdigital experience of data analysis and evaluation reports 	<i>Application Interview</i>
Skills and abilities	<ul style="list-style-type: none"> able to write clear and compelling copy for marketing materials, including email campaigns able to work collaboratively and sustain effective working relationships with diverse colleagues, partners and clients able to organise their own work and time productively understands The King's Fund's values and their application to this role has an appreciation of the work of the Fund and the contribution of this role 	<ul style="list-style-type: none"> able to contribute and listen effectively in group discussions able to provide feedback to others 	<i>Interview Skills test</i>
Personal qualities	<ul style="list-style-type: none"> committed to providing a high standard of work and continuous improvement, including excellent attention to detail appreciates the value of diversity has a proactive approach to addressing challenges 	<ul style="list-style-type: none"> an interest in marketing has self awareness 	<i>Interview</i>

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	Essential	Desirable	How Tested
	<ul style="list-style-type: none"> • committed to continued learning and supporting the learning of others • willing to accept responsibility and opportunities appropriate for the role • has a flexible approach to their role and to change 		
Other			