

GROW TO SCHOOL



Marketing and Communications Coordinator

Location: Huddersfield – hybrid working

Salary: £25,155 pro rata

Hours: Part time, initially **18.75 hours per week** (potential to increase)

Contract: 1 year fixed term contract (with real potential to extend), PAYE or freelance.

Grow to School CIC is seeking a talented and creative Marketing Communications Coordinator to join our team. As a Marketing Communications Coordinator, you will be responsible for increasing our profile and building on our excellent reputation with customers, stakeholders, partners. The ideal candidate will be an excellent communicator, both written and oral, have a strong attention to detail, and a passion for marketing. You should be highly organised and able to manage multiple projects and deadlines simultaneously.

If you believe that you have the passion, commitment, and skills to take this opportunity forward then we would like to hear from you.

About Grow to School CIC

Founded in 2011, Grow to School (GtS) CIC, exists to give children and communities greater access to the outdoors for learning, exploration, and discovery.

Based in Huddersfield, we operate in the education sector providing products and services that create sustainable pathways to increasing access to the outdoors, enhancing educational experiences and outcomes for children. To achieve this, we:

- deliver food growing programmes that support schools to grow, cook & eat fresh food & engage with the natural environment.
- deliver curriculum based outdoor learning programmes.
- deliver training programmes for teachers.
- provide lesson plans and resources to enable schools to take their classes outside.

Room LG12, Brian Jackson House, 2 New North Parade, Huddersfield. HD1 5JP

Tel:077100848388

Email:grow@growtoschool.co.uk

www.growtoschool.co.uk

Grow to School is a Community Interest Company registered in England and Wales No. 8390034.

Why we do what we do:

We believe it is essential to provide children with opportunities to learn in different ways, to help them understand the world around them, to put their learning in a meaningful context and to learn about and engage with the natural environment. We use outdoor learning, food growing and environment education as a platform for learning and engagement, not just because of the contribution it can make to children's attainment, wellbeing, knowledge and practical life skills, but also for its moral basis, particularly when issues around food poverty, insecurity and climate change are impacting on young lives.

To find out more about what we do take a look at our [Grow to School](#) website. This will also link you to our [Teach it Outside](#) lesson plan site.

Marketing and Communications Coordinator

Job description & person specification:

JOB OVERVIEW: Grow to School is an innovative social enterprise seeking an outstanding Marketing and communications coordinator. You will work closely with the Grow to School team as well as external suppliers, partners and stakeholders.

This role requires a candidate who can effectively communicate our mission and values through written materials. You will also be responsible for tracking and analysing the effectiveness of marketing campaigns and making recommendations for improvements. Join us in making a difference by applying your expertise to enhance our brand presence and engage with our stakeholders effectively.

Person Specification:

The Person Specification lists the requirements of the post, in terms of experience, knowledge, skills and abilities. These are the criteria used in deciding who will be called for interview. It is therefore vital that you consider the requirements listed in the Person Specification when writing your supporting statement and that you demonstrate how your skills and experience meet these requirements.

Job title - Marketing and Communications Coordinator

Reports to - Ama Chaney – Managing director

Location – Huddersfield – hybrid working from home and the office

Overall purpose of the role:

To plan, develop and deliver marketing content and communications across multiple channels.

The role will contribute to the development of Grow to School CIC. You will be responsible for ensuring we articulate our offers in a timely and effective manner

Key responsibilities:

To create compelling and engaging content that resonates with our audience across a variety of platforms and have experience of coordinating marketing initiatives and events.

To work as part of the GtS team to develop the potential of the organisation.

Other responsibilities:

- Develop and implement marketing plans, including budget and short and long-term strategies.
- Create and maintain consistent brand/image voice across product lines, events, and promotional materials.
- Spot new partnerships, marketing and collaborative opportunities and carry out marketing initiatives.
- Create and manage content for social media, email campaigns, newsletters, and other marketing channels.
- Collaborate with the team to develop compelling and engaging content.
- Track and analyse ROI for marketing campaigns.
- Monitor industry trends and competitive landscape to identify new opportunities.
- Promote our products and services during events.
- Coordinate the design of promotional material and distribute in online and offline channels.
- Join social media groups and professional platforms to discuss industry-related topics
- Monitor websites and social media pages and address clients' queries.
- Network with industry experts and potential clients to drive brand awareness.
- Gather customer feedback to inform sales and product team.

Knowledge & experience

Essential:

- Minimum of 2-5 years relevant experience in a marketing role, either in a personal, voluntary or work capacity, including event organisation and creating communications assets and management.
- Knowledge of SEO, Google analytics and digital marketing strategies
- Excellent written and verbal communication is essential, including the ability to draft engaging and impactful communications that contain a compelling narrative and persuasive arguments.

- Creation of engaging content on a variety of digital platforms including websites and social media. (Twitter, LinkedIn, Mailchimp, Word Press, Canva). Experience of all these is not required.
- Ability to analyse engagement with communications activity (website, LinkedIn, Twitter etc) to ensure that the most effective activities are prioritised and delivered, using analysis to inform and improve ROI for future events and marketing campaigns.
- Experience in development, roll out and evaluation of paid social media campaigns and other digital marketing approaches (e.g., Google AdWords)
- Familiarity with B2B and B2C advertising campaigns

Desirable:

- BSc in Marketing, Communications, Public Relations or relevant experience
- Experience of managing contact databases, mailing lists and distribution, including utilising data from different sources and mail merges.
- Experience of website administration, maintenance

Personal qualities:

- Share and understand the values and ethos of GtS.
- A commitment to equality, diversity and inclusion
- An understanding of outdoor education, food growing and the current curriculum or a keen interest to learn.
- Ability to work co-operatively with the team, partners and stakeholders
- Good presentation skills
- Creative thinking and problem-solving skills
- You can adapt to evolving requirements and are willing to support the team.
- Self-motivated with the ability to work effectively under own initiative.
- Bring a helpful, caring can do attitude.
- Demonstrate commitment to safeguarding and promoting the welfare of children, young people, and vulnerable adults.
- Commitment to sustainable development and enhancement and protection of the natural environment.

Skills:

- Ability to adapt to changing priorities and handle pressure and tight deadlines.
- Excellent organisational and time management skills and able to prioritise own workload.
- Excellent communication and interpersonal skills, both verbal and written.
- Excellent presentation skills.

We offer flexible working hours where this suits the needs of the organisation and where practical. We will support employees working from home and in the office to encourage a good work life balance.

How to apply: please email ama@growtoschool.co.uk sending your current CV and a supporting statement:

- Describing how you believe your skills and experience match our requirements for the role, directly address the job description and person specification included in this pack.
- Sharing an example of your contribution to a marketing campaign.
- Providing an instance that showcases your problem-solving abilities

Please include the names and contact details of two people, at least one of whom should be a recent employer or contract holder, who are able to provide references relating to your work and on your suitability for this post.

Please use the email title Marketing and Communications coordinator

Closing date for applications is Midnight 19th May 2024

Interviews will be held in person in Huddersfield on 23rd May 2024