

Job Description Marketing Executive	
Job Title:	Marketing Executive
Reporting to:	Marketing Manager
Job Purpose:	Active Prospects is a leading care provider charity with ambitious plans for growth and development. The position of the Marketing Executive will be responsible for promoting the work of the organisation to key audiences using a wide range of digital media and supporting the work of the marketing department.
Main Responsibilities:	<p>Social media and website management</p> <ul style="list-style-type: none"> • Create regular, engaging content for the Active Prospects website and social media channels, to drive web traffic and increase followers and e-newsletter sign-up. • Responsible for updating the website with ad-hoc requests. • Build, plan and implement social media marketing – includes building mini-campaigns, providing creative (e.g. branded graphics or short videos), awareness weeks/days and full engagement/use of topical hashtags. • Work alongside a social media agency – managing monthly update calls, project management of asset creation and keeping the agency actions up to date. • Work with the Recruitment team to create content which will promote current vacancies on the website and social media. • Create regular, engaging content for the Active Prospects website and social media channels, to drive web traffic and increase followers and e-newsletter sign-up. • Responsible for updating the website with ad-hoc requests. • Design website banners and assist with web visuals. • Monitor other organisations’ websites and social media and provide suggestions for improvement <p>Digital Marketing</p> <ul style="list-style-type: none"> • Create regular, engaging content (e.g. short videos, written stories, graphics) for newsletters and fundraising campaigns. • Create branded campaigns, using Mailchimp or similar platforms. • Manage e-marketing – includes developing a process for internal briefing of communications. • Manage service monthly newsletters/convert to digital. • Manage email database/contacts – suggest a digital strategy to increase newsletter sign-up <p>Event Support</p> <ul style="list-style-type: none"> • Organise and support management events and conferences to promote the company’s products or services. <p>Market Research and Analysis</p>

	<p>Market Trends:</p> <ul style="list-style-type: none"> • Conduct research to analyse charity market trends, competitor activities and digital campaigns. • Gather and analyse data to inform marketing strategies and decisions. <p>Performance Monitoring:</p> <ul style="list-style-type: none"> • Monitor and analyse the performance of marketing campaigns using analytics tools. • Create reports to present significant findings and insights to the marketing team and management. <p>Creative Collaboration:</p> <ul style="list-style-type: none"> • Collaborate with designers/agencies to develop stand-alone creative content to support the organisation and use throughout digital channels. • Work with partners and across the organisation to capture short stories and quotes. <p>Fundraising Support:</p> <ul style="list-style-type: none"> • Support Business Development colleagues with fundraising initiatives. • Maintain a stock of creative and engaging photographs to visually promote our work, ensuring photo permissions have been obtained. <p>General Marketing Support:</p> <ul style="list-style-type: none"> • Support the Marketing Manager with other day-to-day marketing tasks. <p>Other responsibilities</p> <ul style="list-style-type: none"> • Collaborate with designers/agencies to develop stand-alone creative to support the organisation and use throughout digital channels. • Work with partners/across the organisation to capture short stories and quotes. • Create, design and upload digital leaflets or event marketing. • Maintain a stock of creative and engaging photographs to visually promote our work, ensuring photo permissions have been obtained. • Support Business Development colleagues with fundraising initiatives. • Support the Marketing Manager with other day-to-day marketing tasks.
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General Responsibilities:	<ul style="list-style-type: none"> • To ensure the Organisation’s policies and procedures are followed at all times when delivering services. In particular, to be aware of, comply with and promote at all times: <ul style="list-style-type: none"> ○ Safeguarding policies and practices. ○ Equality & Diversity policies and practices. ○ Health & Safety policies and procedures, in order to protect your own safety and the safety of others. • To ensure any information relating to people we support, staff or the organisation is treated in the strictest confidence and in accordance with GDPR. • To undertake mandatory and other agreed training and development activities as required carrying out the duties of the post effectively. • Participate positively in regular supervision and appraisals. • Carry out any other duties as requested by your line manager and senior managers of the organisation. • To at all times act as a positive role model for colleagues and people we support and to represent the organisation in a professional manner.
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Name of Job Holder:		Signature of Job		Date:	
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Person Specification

Communications, Marketing and Fundraising Coordinator - Graduate Trainee

Values	Requirement		Measures
	Essential	Essential	
Aspiring – we are ambitious for our people and ourselves	✓		<ul style="list-style-type: none"> • Application • Interview
Caring – we care about people and their wellbeing, acting with kindness and empathy	✓		<ul style="list-style-type: none"> • Application • Interview
Trusting – we act with integrity and are open, honest, and transparent	✓		<ul style="list-style-type: none"> • Application • Interview
Inclusive – we actively promote Equity, Diversity, and Inclusion in all we do	✓		<ul style="list-style-type: none"> • Application • Interview
Vocal – we amplify the rights of people to have a good life with equitable health and wellbeing outcomes	✓		<ul style="list-style-type: none"> • Application • Interview
Ethical – we work with integrity, uphold good governance principles and act sustainably	✓		<ul style="list-style-type: none"> • Application • Interview

Experience and Other Requirements	Requirement		Measures
	Essential	Desirable	
Ability to create engaging digital marketing content – including but not limited to: short videos, basic graphic design, written content, photography.	✓		<ul style="list-style-type: none"> • Application • Interview
Ability to grow social media following across multiple platforms.	✓		<ul style="list-style-type: none"> • Application • Interview
Able to work independently, with the confidence and credibility to try out new digital marketing approaches.	✓		<ul style="list-style-type: none"> • Application • Interview
Excellent written skills with the ability to create engaging and persuasive written content for different audiences.	✓		<ul style="list-style-type: none"> • Application • Interview
Personable and able to quickly build positive working relationships with internal and external colleagues.	✓		<ul style="list-style-type: none"> • Application • Interview
Working knowledge of a range of digital, web and social media tools – e.g. Adobe InDesign, Canva, Adobe PremierePro, Wordpress, Hootsuite.		✓	<ul style="list-style-type: none"> • Application • Interview
Excellent organisational skills with the ability to prioritise and manage a busy workload.	✓		<ul style="list-style-type: none"> • Application • Interview
A degree, relevant professional or technical qualification.		✓	<ul style="list-style-type: none"> • Application
Full Driving Licence and able to use own vehicle for business use		✓	<ul style="list-style-type: none"> • Application

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