

**JOB DESCRIPTION**

**Job Title:** Senior Marketing Executive, Events

**Accountable to:** Assistant Director of Marketing and Communications

**Location:** Broadway House, Stanmore

**Hours:** 35

**Job overview**

Working together with your peer Senior Marketing Executive, support the implementation of the marketing and communications strategy including social media.

To support the creative development of marketing and communication projects and activities. Each of the two Senior Marketing Executives have their focus areas; Corporate & Community Events, and Challenges & Social Media.

**Key Accountabilities**

1. Respond to the requirements of the Organisation to develop and implement marketing projects and activities, overseeing all aspects of the job through to delivery including signing off acquiring internal client sign off. Work closely with other team members to deliver projects.
2. As part of managing each project, co-ordinate all necessary elements needed for example data, design, quotes from external suppliers etc within set deadlines.
3. Oversee communications with external suppliers including printers and external creative agencies as required to ensure cost effective completion of projects within deadlines.
4. Work together with the wider Marketing and Communications team and the Fundraising team to source and write content for communications including social media, Your Norwood, flyers, emails, letters, marketing materials etc. Assist with checking and proofreading.
5. Source resources by means of imagery and stories to develop Norwood's promotional and printed materials, events, e-marketing, postal appeals, advertising, branding, design, photography and for social media.
6. When needed, arrange non-event photography of operational services, staff and volunteers. This includes liaising with service managers, directing photographers and ensuring appropriate consents have been obtained and filed.
7. Together with the peer Senior Marketing Executive, update the core areas of the website and intranet e.g. latest news. Ensure each team updates their page/s and moderate updates
8. Work with marketing assistant on the development and distribution of marketing and communication emails including e-newsletters, staff bulletin, event communications
9. Work collaboratively with your peer Senior Marketing Executive as and when is needed
10. Maintain good working relationships at all times communicating effectively and with courtesy. Meet regularly with the Assistant Director of Marketing and Communications to discuss all current and upcoming projects.

**Corporate & Community Events**

1. To be the 'account manager' for all corporate and community events, including fundraising and community engagement events
2. To work together with the Assistant Director and other team members on all aspects of the Annual Dinner
3. To work with the Events team and community engagement team on developing ideas for events
4. To develop and implement the marketing and communications for Norwood's portfolio of events in collaboration with the events team and community engagement teams.

5. To work in collaboration with the wider marketing team and community engagement team to develop creative concepts for Norwood's festival appeals
6. To be responsible for the development of twice-yearly donor magazine, quarterly resident and family newsletter and twice yearly Children & Family magazine
7. To work on other projects as and when required by the Director or Assistant Director of Marketing and Communications

**General**

1. To take all reasonable care of the health and safety of her/himself and of other persons who may be affected by her/his acts or omissions. As regards to any duty or requirement imposed upon the organisation by or under any of the relevant statutory provisions, to co-operate with the organisation as far as it necessary to enable that duty or requirement to be performed or complied with.
2. To work at any other Norwood location, as and when required.
3. To report to the Health and Safety Manager either serious risks or your concerns over safety issues.
4. To maintain confidentiality at all times and to ensure respect for, proper observance of and adherence to Norwood's confidentiality policy for all staff.
5. To attend regular supervision sessions with line manager, regular team meetings and undertake relevant training as and when required.
6. To work collaboratively with volunteers to ensure that their contribution enhances quality of service provision and support across the organisation.
7. To undertake any other duties which are consistent with the post.
8. To maintain standard of dress that is appropriate to role and in accordance with the organisation's dress policy.

This job description is not an exhaustive list of duties and responsibilities and is subject to change in accordance with the



**PERSON SPECIFICATION**

**Senior Marketing Executive - Events**

CRITERIA	ESSENTIAL	DESIRABLE
<b>EXPERIENCE</b>	<ul style="list-style-type: none"> <li>• Substantial proven experience in a similar position supporting a senior person</li> <li>• Substantial proven experience in delivering marketing projects and activities from inception to launch</li> <li>• Proven experience in developing creative concepts across a range of marketing channels</li> </ul>	<ul style="list-style-type: none"> <li>• Experience within the charity sector</li> </ul>

	<ul style="list-style-type: none"> <li>• Proven experience of writing high quality content</li> <li>• Strong experience of liaising with and coordinating all elements of a marketing project including internal and external stakeholder management</li> <li>• Proven experience in strategic insight and thinking including research-based methodologies</li> </ul>	
<b>EDUCATION /QUALIFICATIONS</b>	<ul style="list-style-type: none"> <li>• A graduate with proven experience in a similar position</li> </ul>	<ul style="list-style-type: none"> <li>• Marketing, Business or other relevant degree</li> </ul>
<b>KNOWLEDGE AND SKILLS</b>	<ul style="list-style-type: none"> <li>• Excellent understanding of the range of processes that need to be undertaken in order to deliver a marketing project</li> <li>• Excellent written skills and the ability to write content</li> <li>• Excellent literacy and numeric skills</li> <li>• Strong understanding of using data and analytics to inform marketing practice</li> <li>• Excellent interpersonal and communication skills</li> <li>• Excellent organisational skills</li> <li>• Excellent IT skills and knowledge (Word, Excel, Power Point)</li> <li>• Proven experience of running email campaigns</li> <li>• Proven experience using website CMS</li> <li>• Excellent understanding and experience of social media and how to use as a marketing tool</li> <li>• Excellent telephone skills/technique</li> <li>• Collaboration and willingness to work as a member of a team</li> <li>• Excellent time management skills and able to work in a pressurised environment and meet tight deadlines</li> <li>• Able to work using own initiative</li> <li>• Able to prioritise workload and meet deadlines</li> <li>• High degree of personal integrity with a commitment to confidentiality</li> </ul> <p><b>Marketing Executive A (Events)</b></p> <ul style="list-style-type: none"> <li>• Proven experience of event marketing</li> <li>• Excellent understanding of all the various components of a charity fundraising event</li> </ul> <p><b>Marketing Executive B (Social Media)</b></p> <ul style="list-style-type: none"> <li>• Strong experience of developing and implementing a social media strategy</li> <li>• Excellent understanding of SEO</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of issues affecting people with learning disabilities and autism and children &amp; families facing educational challenges, mental health issues and critical wellbeing issues.</li> </ul>

	<ul style="list-style-type: none"> <li>• Excellent experience of developing and implementing social media campaigns</li> <li>• Experience of undertaking paid digital campaigns (google, facebook etc)</li> <li>• Proven experience in working with designers to produce digital assets for multiple channels including short form video and banners</li> </ul>	
<p><b>PERSONAL CIRCUMSTANCES AND ATTRIBUTES</b></p>	<ul style="list-style-type: none"> <li>• Approachable and aware of self and others</li> <li>• Ability to undertake daily work efficiently and able to remain focused</li> <li>• Able and willing to work flexible hours to meet service needs</li> <li>• Knowledge of or willingness to learn about Jewish Culture</li> </ul>	<ul style="list-style-type: none"> <li>• Driver and willingness to use own car</li> </ul>