



JOB DESCRIPTION

Job title	Marketing Officer
Responsible to	Marketing Manager
Location	Kingswood Bristol
Reporting to	Director of Funding Development
Remit of post	Bath & North East Somerset, Bristol, North Somerset, South Gloucestershire Swindon & Wiltshire
Hours	Full Time 35Hrs (part time considered)
Salary	£24,000
Contract	Permanent

Job Purpose: At Jessie May we are passionate about supporting children with a life limiting condition in their own homes. Regular respite care provided by qualified children's nurses is vital to ensuring that these children are able to make the most of their short lives, for the family to be able to choose for the child to die at home when the time comes and to receive bereavement support after the worst happens.

We work across six local areas Bath & North East Somerset, Bristol, North Somerset, South Gloucestershire Swindon & Wiltshire.

Using marketing expertise your role is to raise the profile of Jessie May to support our efforts to raise funds for our vital work. In this role the postholder will make a real difference to some of the most vulnerable children in our communities.

Main duties and responsibilities:

- Support the Director of Funding Development and members of the fundraising team to develop marketing plans and strategy.
- Manage a range of digital platforms, sourcing and writing high quality content and developing a comprehensive plan for increasing audience engagement
- Create engaging, fresh content for Jessie May's social media platforms on a regular basis using analytics to monitor, adapt and report
- Manage the Jessie May website, creating regular content for latest news pieces and case studies
- Use Google Analytics to ensure good website search engine optimisation (SEO)
- Work with external suppliers, including web designers, photographers and printers
- Write varied copy for a range of audiences internal and external, including palliative care sector articles and promotional materials, supporter e-newsletters, appeals and campaigns.
- Engage positively with children and families receiving Jessie May's services to collate case stories and images to be used in marketing materials.

- Promote the charity to the media, writing press releases, contacting journalists and organising media events
- Design flyers, posters and other materials using e.g. Photoshop and/or other tools.
- Maintain suite of branded kit (banners, T-shirts, bags)
- Act as head copywriter, editing copy for other teams and maintaining consistent voice and messaging
- Maintain photo library and photo consents ensuring compliance with GDPR
- Help maintain and update contacts database in line with GDPR
- Manage feedback on services, collating data and reporting main findings
- Work to support the Fundraising team to design and publicise fundraising events and products.
- Contribute to operational plans and budgets, and monitor progress against them
- Represent Jessie May externally as required

Person specification:

Experience:

Essential:

- At least 2 years' experience in planning, implementing and leading successful marketing campaigns
- Managing and maintaining a website
- Managing social media pages and using analytics to assess and adapt content

Desirable:

- Writing communications, marketing or media plans
- Experience of working in the voluntary sector

Skills and Knowledge:

Essential:

- Ability to multi-task, prioritise and take the initiative to solve problems
- Great organisational skills and attention to detail
- Excellent written and verbal communication skills and phone manner
- Ability to use e.g. Photoshop or other equivalent software
- Using Mailchimp or equivalent email platforms
- Confident in using Microsoft Office (365) programmes
- Demonstrable knowledge of how to write complex information in a clear, concise and appealing way
- Copywriting for a variety of different audiences and purposes
- Ability to work under pressure and meet tight deadlines
- Understanding of content management systems (CMS)

Desirable:

- Educated to degree level or equivalent experience
- Using customer relationship management systems (CRM)
- Knowledge of Google Analytics

Personal attributes:

Essential:

- Creative thinker who can develop new ideas and turn them into action
- Positive and enthusiastic outlook
- Friendly and approachable team player
- Confident and assertive
- Desire to succeed
- A commitment to the cause and values of Jessie May
- Willing to travel and work weekends/evenings as required

To Apply.

Send CV and a supporting statement indicating how your knowledge skills and experience would enable you to make a difference to Jessie May in this role, to chris.roys@jessiemay.org.uk

For further information look at our website www.jessiemay.org.uk or contact myself Chris Roys CEO 0117 961 6840.

Closing Date: 27th May 2019