

Share Bristol Marketing Co-ordinator

Part-Time Maternity Cover

Job description and person specification

Job title	Marketing and Communications Coordinator
Reports to	Lead Trustee for Marketing and Communications on behalf of the Share Bristol Board of Trustees
Based from	Remote but travel to all Share Bristol sites will be required from time to time.
Hours of work	10 -12 hours per week (average) to be worked at mutually agreed times, but over at least three days per week.
Duration	Temporary (9 months maternity cover)
Salary	£16.70 per hour. Free membership of Share Bristol.
Eligibility	Applicants must have the legal right to work in the UK.

Job purpose

Implement Share Bristol's marketing and communications strategy and coordinate all day-to-day marketing and external communications activity, in partnership with Trustees, staff and volunteers.

Ensure Share Bristol's marketing and external communications activity enhances Share Bristol's presence and reputation, enhancing brand awareness and encouraging people to purchase a membership or support the charity in another way.

Place in the team

The postholder will report to the Trustee with the marketing portfolio, with other key relationships being with:

- Other Trustees, who each hold a portfolio of responsibilities in addition to general volunteering
- Operations and Development Manager

- Library of Things Managers
- Volunteers, particularly those working on marketing and communications activities
- Partner organisations including those who could promote us, those who fund us and relevant suppliers and contractors

Key responsibilities

Trustees will help the postholder prioritise tasks in the limited time available.

Social Media

- Plan and create social media content and use scheduling platforms to deliver content across multiple social media channels at optimum times.
- Manage our social channels including but not limited to Facebook, Instagram and LinkedIn, responding to enquiries and engaging with comments to nurture relationships with existing and potential supporters
- Produce written, visual, photographic and video content to support Share Bristol Objectives and ensure that our content remains current and relevant.
- Develop and manage digital campaigns to gain coverage of key developments and activities including (but not limited to) fundraising campaigns and new branches.
- Ensure content and communications fit within Share Bristol's brand, values, tone of voice and professional standards
- Coordinate the contributions of relevant volunteers, providing coaching and feedback to develop their work and ensuring it meets quality standards before posting.
- Monitor, report on and evaluate digital communications activity to support decision making, making recommendations for improvements

Design and print

- Design all collateral needed, including social media posts, posters, flyers, signage and other assets as required. This post requires a good knowledge of Canva or proficiency with another programme and a willingness to learn and use Canva. Design templates will be provided.
- Manage printing and distribution of physical collateral.

Content Creation and distribution

- Write copy for newsletters, blogs and press releases using the Share Bristol brand voice.

- Design and send monthly newsletters and occasional e-shots including managing mailing lists and using our e-newsletter tools
- Upload blogs to the website and add to featured news as appropriate.
- Build relationships with local press and distribute press releases.
- Build relationships with partners and develop marketing collaborations (e.g. filming with the UWE team and South Glos Council)

Website Management

- Ensure content reflects the Share Bristol brand, is accurate and up to date, updating content as required.
- Ensure a positive user experience, including maximising membership sign ups and online donations
- Project manage website improvements if required.

Publicity and Stakeholders

- Build relationships with Share Bristol's staff to identify potential content and work with them to develop this and use it to promote Share Bristol.
- Build relationships with partners and external organisations to promote Share Bristol to their audience (e.g. UWE and Eastside Community Trust).
- Recommend, organise and manage regular attendance at external events to promote Share Bristol (e.g. UWE Fresher's Fair, Easton Community Centre Family Fun Day etc..). This does not require your presence at every event, but some event attendance is required.
- Ensure partner contractual obligations are met through social media and website content e.g. referencing funding organisations.

General

- Attend meetings and training as required
- Maintain an appropriate level of confidentiality, professionalism and discretion at all times, helping to safeguard our staff, volunteers and members from harm
- Comply with Share Bristol organisational policies, procedures, codes of conduct, regulations and laws
- Other duties consistent with the nature and grade of the role as agreed

Person specification

	Essential	Desirable
Qualifications	Evidence of a good standard of general education, to include English and Maths, or equivalent by experience	Qualifications in relevant field

Experience	Significant experience in marketing and communications and content creation	Digital fundraising or charity marketing PR or journalism experience
Skills and knowledge	Up to date understanding of digital and social media developments and trends Ability to design effective online and offline marketing materials as part of wider brand and marketing campaigns using template designs Excellent communication skills with an ability to prepare and deliver compelling content and engage with a wide range of audiences confidently Knowledge and experience of using of Google Analytics and Canva Excellent IT skills including content management systems, social media tools and email marketing	Multimedia skills – able to produce photographic and video content Experience of building effective relationships with key stakeholders Understanding of charity and fundraising activities Experience of executing digital fundraising campaigns Knowledge of the Fundraising Regulator Code of Conduct and the Advertising Standards Authority requirements Knowledge of confidentiality, GDPR and data protection requirements
Personal skills (all essential)	Share our passion for sharing resources in the local community. Live locally or be well connected in the local area. Able to travel around the Greater Bristol area. Curious and not afraid of making mistakes. Committed to safeguarding, equality, diversity, inclusion,	

sustainability and social responsibility.

Internally driven with the ability and motivation to problem-solve and deliver high quality work.

Excellent interpersonal skills, with ability to develop strong relationships, internally and externally.

Able to work collaboratively as part of an effective team.

Able to work independently on own initiative, creating plans, timetables and structures to organise work effectively, identifying conflicting demands and establishing clear priorities.

Exceptional organisational skills, flexibility and a can-do attitude.