

# Marketing Officer

## Job Description

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<b>Job Title:</b>	<b>Marketing Officer</b>
Department:	Operations
Location:	Main office in Wallasey (option for flexible home/office working)
Pay Grade:	£24,536 per annum
Reporting to:	Project Manager
Working hours:	35 hours per week (occasional evening and weekend hours) or part-time as part of a job share arrangement
Permanent/Fixed Term	Permanent

### Job Summary

You will work across a number of projects delivered by the charity to promote support available to residents and raise the profile of Energy Projects Plus, including promoting the work of the charity to partners and funders.

You will be forward thinking in the planning and design of key marketing campaigns to residents (direct mail, leaflets, posters, social media, press releases, newsletters) and directly responsible for their successful delivery. Through effective research you will also support key partners in sharing key campaigns. You will also be the brand guardian for the charity and work with colleagues to raise awareness and promote the outcomes achieved by the charity to funders, partners, and wider media.

### Key Responsibilities and Accountabilities

1. Design and delivery of promotion campaigns across different projects provided by the charity ensuring complementary and reinforcing messaging.
2. Analysis of data to identify target audiences.
3. Design of audience focussed messages.
4. Design of campaigns suited to different channels including social media (e.g. facebook, X, Instagram), direct mail, posters and promotional leaflets.
5. Responsibility for maintaining and updating website and social media channels working alongside senior managers.
6. Design and maintenance of information sheets related to various measures and actions relevant to reducing energy demand, alternative tariffs and suppliers, renewable energy generation, and reducing fuel poverty.
7. Attending events, meetings, seminars, conferences to promote the work of the charity and develop joint messaging with partner organisations and funders.
8. Design and delivery of promotional materials to support projects and overall aims of charity.

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9. Design and deliver marketing messages to promote the overall work of the charity to other organisations and funders.
10. Research new audiences and potential messages to increase the charity's reach into the community and to people less connected to mainstream messaging and social media.
11. Creation of news stories and insights to be shared through newsletters and social media.
12. Design and publication of bi-monthly newsletters issued to partner organisations and published on website.
13. Supporting the production of high quality and successful applications to funders on behalf of the charity through e.g. powerful case studies and client feedback.
14. Adhering to service delivery procedures.
15. Conducting customer satisfaction, project related outbound and follow up calls as required.
16. Attending community and other events.
17. Maintaining up to date knowledge of schemes.
18. Constructively contributing through team meetings, informal dialogue, and gained experience to the effective delivery and continued improvement of the service.
19. Achieving targets to high quality standards.
20. Undertaking duties of colleagues when required to cover absence.
21. Other duties as may be required in a small office environment.

### **General Responsibilities and Accountabilities**

1. To process data and perform other routine clerical tasks as assigned.
2. Establish and maintain effective working relationships.
3. Maintain regular consistent and professional attendance, punctuality, personal appearance, and adherence to relevant health & safety procedures.
4. To keep up to date within industry changes in relation to Energy Support and grants.
5. Pursue personal development of skills and knowledge necessary for the effective performance of the role.
6. Adhere to Health and Safety policies.
7. Adhere to procedures relating to the proper use and care of equipment and materials.
8. As sensitive personal data of Clients is managed a satisfactory DBS certificate is essential.

### **Key Interfaces**

1. Partner organisations
2. Funders
3. Colleagues and managers
4. Liaising with internal departments as required
5. Working with third parties and suppliers

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### Qualifications

A recognised national marketing qualification (e.g. CIM, CAM, IDM) is desirable  
 City and Guilds 6281-01 (Energy Awareness) – training will be provided  
 Full clean driving licence and insurance for business use is desirable

### Person Specification

Skill	Essential (E) / Desirable (D)
An approachable and confident manner in engaging with residents	E
Experience of developing and delivering cost effective consumer facing marketing campaigns within budgets	E
Experience of dealing with the media and of PR	D
Experience of customer segmentation and profiling	D
Experience of on-line marketing	E
Excellent presentational skills and attention to detail	E
Excellent and effective oral and written communication skills	E
Strong computer skills, including using on-line forms and design software	E
Knowledge of market research tools and techniques	D
Methodical time and workload management and ability to independently prioritise own workload, meet deadlines and achieve targets.	E
Ability to give and receive feedback objectively and sensitively and a willingness to challenge constructively.	E
Ability and willingness to work as part of a team by maintaining a flexible approach.	E
Experience of working within, and achieving and exceeding, set quality standards.	E
Ability to work in a time pressured environment whilst maintaining positive relationships with all contacts, particularly Clients, other support organisations, Clients' utilities, and colleagues.	E
Full, clean driving licence and access to vehicle insured for business use.	D
Understanding of, and commitment to, the aims and principles of the Charity.	E