

# Marketing Executive

Deadline for applications:  
Wednesday 3<sup>rd</sup> April 2019 at 5pm

## Our Mission

Our mission is to create opportunity for all, supporting positive change in our local communities that need it most.

## Background

Leeds Community Foundation supports thousands of charities and voluntary groups across Leeds and Bradford, addressing inequalities and working together to help create opportunities for those that need help the most.

We invest in these groups by distributing grants and sharing advice – acting as a catalyst for positive change. Leeds Community Foundation relies on the generosity of individuals, businesses and public sector organisations to help local people gain the support they need now, while investing in a brighter future for all.

We are part of a national network, UK Community Foundations, which is made up of 46 independent community foundations across the UK.

## Marketing Executive Role

We are looking for a committed individual to join our dynamic team to support the implementation and delivery of the Foundation's Marketing and Communications Strategy across Leeds and Bradford.

The successful applicant will be required to support and deliver the day-to-day marketing function. The role will have a key focus on digital, including generating and management of website content, social media messaging and analysis, and measurement of the impact of our communication.

You will have experience of using Adobe Photoshop to produce in-house marketing materials and have an interest in working in the community sector. This is a great opportunity for a reliable, organised individual who is keen to learn fast and enjoys working in a busy office which raises funds for community groups that help some of the most vulnerable people in Leeds and Bradford.

## Job Description

Job title:	Marketing Executive
Reports to:	Head of External Affairs
Line Reports:	None
Salary:	£16,380 – £18,000 p.a. dependent on experience; contributory pension starting at 3% on completion of probation period.
Hours of Work:	35 hours per week, usually Monday to Friday between 9am and 5pm. There will be some need to work outside normal office hours for events and functions. Time off in lieu will be given where excessive out of hours working is required.
Contract Term:	Permanent, subject to a probationary period of 3 months.
Place of work:	Leeds (city centre offices). We encourage use of public transport where possible, but a mileage allowance is offered for business vehicle and bike mileage.
Equal Opportunities:	Leeds Community Foundation is an equal opportunities employer. We value diversity, promote equality and challenge discrimination. We welcome applications from people of all backgrounds and we particularly encourage applications from disabled people, Black, Asian and Minority Ethnic people, and trans and non-binary people. Our offices are fully accessible.

### **Main purpose of the role**

To manage the day-to-day marketing function of Leeds Community Foundation, as defined by the organisation's Marketing and Communications Strategy in Leeds and Bradford, including:

- Assisting the Head of External Affairs with overall strategy, with a focus on digital.
- Managing content generation and delivery for the Foundation's key communication channels, including website, social media, e-newsletter and design of in-house marketing materials.
- Embedding and managing of evaluation tools and processes to ensure outcomes of marketing function can be accurately tracked through Google Analytics and other measurement tools.
- Working with wider Foundation team to gather stories and data around the impact of our work, ensuring the right content is generated and checking consistency of marketing messages.

**Marketing function**

- Managing monthly e-newsletter to ensure increased readership by generating engaging content and accessible design.
- Overseeing and managing the Leeds Community Foundation and Give Bradford websites to ensure content is regularly refreshed, on message and on brand.
- Leading and implementing social media campaigns and daily content to support wider marketing strategy.
- Overseeing presentation of 'Our Story', the annual publication of our previous year's activity.
- Working with the Head of External Affairs and external design agencies to produce marketing materials on time and in line with the brand guidelines.
- Creating graphics and visuals for mail outs, website, events and collateral, using Adobe Photoshop.

**Press**

- Assisting Head of External Affairs with the daily press office duties, including press release collation and distribution, and organisation of photo calls and interviews.
- Working closely with funded community projects to produce press coverage, including monthly Yorkshire Evening Post article.
- Collating all press cuttings and coverage to produce regular updates on received coverage to report to Board of Trustees.

**Branding and messaging**

- Overseeing the use of agreed brand guidelines and values to ensure the Foundation's brand and tone of voice are maintained through all messaging and external facing documentation.
- Producing templates and toolkits which can be utilised by the wider team and grant recipients.

**Internal responsibilities and governance**

- Developing and populating proposals for existing and potential donors to assist with income generation.
- Supporting with implementation and delivery of the Foundation's events, as and when required.
- Providing evaluation report updates on marketing developments to Head of External Affairs and wider team.
- Keeping accurate records on people and progress using Foundation database (Salesforce/Digits).

**Other**

- Representing the Foundation at external meetings and events, as and when required.
- Undertaking any other activities commensurate with the grading of the post, which may reasonably be required from time to time.

## Person specification

To be demonstrated as part of your C.V. and cover letter, as well as at the interview.

<b>Attitudes</b>	<ul style="list-style-type: none"> <li>- A commitment to making Leeds and Bradford cities of opportunity for all.</li> <li>- Demonstrates commitment to the principles of equal opportunities and respecting diversity.</li> <li>- Highly motivated, with enthusiasm and determination.</li> <li>- Ability to use own initiative but work well as part of a team.</li> <li>- Adhere to the Foundation's values:             <ul style="list-style-type: none"> <li>- Leeds Community Foundation is ambitious for all.</li> <li>- We are passionate about creating positive impact for all our communities.</li> <li>- We are open and honest.</li> <li>- We are a responsive partner.</li> <li>- We empower through learning, sharing knowledge and expertise.</li> <li>- We challenge as well as support.</li> </ul> </li> </ul>
<b>Skills</b>	<ul style="list-style-type: none"> <li>- Excellent written and verbal communication skills.</li> <li>- Ability to research specific issues and use statistics and data in reports.</li> <li>- Good time management and ability to balance competing priorities.</li> <li>- Good computer and administration skills, ability to be largely self-servicing with experience of Word, Excel and databases (Salesforce/Digits).</li> </ul>
<b>Essential Experience</b>	<ul style="list-style-type: none"> <li>- Working knowledge of using different social media channels, including LinkedIn, Instagram, Facebook and Twitter. to distribute engaging content.</li> <li>- Experience of working with WordPress websites to update content.</li> <li>- Ability to analyse data and produce reports using Google Analytics to share with wider team.</li> <li>- Knowledge of Adobe Photoshop and basic design skills to produce in-house marketing materials and resize images.</li> <li>- Experience of utilising marketing tools including, or similar to, MailChimp to produce interesting and visually appealing e-newsletters.</li> </ul>
<b>Desired Experience</b>	<ul style="list-style-type: none"> <li>- Experience of working with charities, community groups and social enterprises.</li> <li>- An understanding of social issues in Leeds and Bradford.</li> </ul>
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>- 5 GCSEs, including English and Maths, at grade C or above.</li> <li>- Ideally candidates will be educated to degree level, but relevant work experience is also valued.</li> </ul>

## How to apply

The closing date for applications is Wednesday 3<sup>rd</sup> April 2019. Interviews will be held Tuesday 16<sup>th</sup> April 2019, with a view to the successful candidate taking up their post as soon as possible.

To submit an application for this job, please send a completed Equality & Diversity monitoring form, your C.V. and a cover letter (no more than 2 sides of A4) stating why you think you would be ideal for the position, based on the Job Description and Person Specification detailed above.

Please submit applications by email to Simone Ivatts: [simone@leedscf.org.uk](mailto:simone@leedscf.org.uk)