**Job Description**

**Job Title:** Marketing Executive & Business Partner

**Reports to:**  Marketing and Communications Manager

**Direct Reports:** None

**Our belief**

RSBC believes that every blind young person should have the chance to live life without limits.

By giving young people the essential skills to take control of their life, they can unleash their true potential.

**Our success depends on our values**

Underpinning all of RSBC’s work are values embedded in trust and excellence.

**TRUST:** Respect & accountability

**ENERGY:** Straight talking & constantly learning

**AMBITION**: Confronting reality & driving results

**MOTIVATION:** Vision Impaired children and young people are our No 1 priority & we look for solutions, not problems

**Primary Objectives:**

The main purpose of this role is to make a sizeable contribution to the success of the Marcomms team by providing the skills, input and support it requires to deliver creative, engaging and timely activity and exhibit continuous improvement.

The Marketing Executive’s primary objectives will include producing and managing content across a range of online and offline channels to effectively promote RSBC. Working closely in partnership with departments across the organisation, they will help to maintain and develop its online presence, producing content and communications for a number of business-as-usual activities and a variety of campaigns. The role they play will be instrumental in ensuring that Marcomms increases engagement with key audiences including RSBC’s beneficiaries, donors, volunteers and corporate supporters – in turn, ensuring that the charity reaches more stakeholders, increases income and diversifies its education offering.

##### Key Tasks and Main duties:

Content creation

* Use photography and video skills to support in generating exciting, innovative content for a range of media.
* Occasional attendance at RSBC events will be required in order to capture video and images for Marcomms use.
* Support the Marcomms team in developing the charity’s case study library to ensure constant flow of stories.
* Assist in writing engaging copy for RSBC’s website, social media posts, leaflets, brochures and other collateral, tailoring for different audiences and channels to maximise engagement.

Website management

* Maintain website content to ensure it is up to date and accurate and is optimised for search.
* Implement changes to, produce content for, and edit as required, the charity’s current and new website using the WordPress CMS, collaborating with colleagues when needed.
* Suggest improvements and additions to the website for continuous improvement.

E-communications

* Produce content for e-comms and design newsletters in consultation with colleagues.
* Using DotDigital, create, schedule and distribute e-news campaigns.
* Work with the Digital Marketing Specialist to run DotDigital reports and analyse results for ongoing improvement.
* Responsibility for delivery of e-comms: producing content elements, editing copy, designing templates, and distributing via Dot Digital.

Design work

* Using design skills in Canva or Adobe, and in consultation with key internal contacts, produce a range of on and offline collateral which adheres to brand standards and engages a variety of audiences.
* Produce imagery for social media posts and website content.

Reporting

* Assist the Digital Marketing Specialist in producing monthly activity reports for the website, collating data, helping to analyse results and working with them to suggest changes to activity to improve results.

Social media:

* Support colleagues and young ambassadors in generating engaging content for RSBC’s social channels, working with them to introduce new channels and reach new audiences where appropriate.

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Other duties

* Assist the Marketing & Communications Manager with research to support the development and delivery of PR campaigns.
* Assist the Digital Marketing Specialist with activity when required.
* Responsibility for the charity’s digital boards, implementing a content calendar, collating and creating information for posting, and uploading content to share internally and to external visitors.
* Responsibility for overseeing the Media and Comms email inboxes.
* Liaise with external suppliers as needed, raising purchase orders and ensuring invoices are processed via Finance.
* Ensure RSBC’s brand standards and tone of voice are delivered consistently throughout all communications.
* Ensure all policies and procedures are followed, including safeguarding, GDPR and equality and diversity principles.
* Conduct any other duties as required.

**Person Specification**

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| --- | --- | --- |
|  | **Essential** | **Desirable** |
| **Qualifications** |  |  |
| Recognised qualification in marketing, communications or related subject, or equivalent practical experience | X |  |
| English to GCSE level or equivalent | X |  |
| **Skills and Knowledge** |  |  |
| Knowledge of key general and digital marketing principles, with in-depth understanding of how to apply these in day to day tasks | X |  |
| Computer proficient and skilled at using Microsoft Office applications | X |  |
| High quality written skills. Adept at producing and writing creative content and copy for a range of channels | X |  |
| Ability to take and edit high quality videos and photos | X |  |
| In-depth knowledge of managing social media channels  | X |  |
| Creative graphic design skills using tools such as Canva or InDesign | X |  |
| Excellent communication and relationship management skills | X |  |
| Ability to produce accurate web, e-comms and social media reports when required | X |  |
| Creative, imaginative and analytical approach to marketing tasks  | X |  |
| A keen eye for detail  | X |  |
| Ability to work on own initiative and to work collaboratively with colleagues across RSBC | X |  |
| Highly organised, with good project management skills | X |  |
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| **Experience** |  |  |
| Website management, including creating and updating content elements and pages using Wordpress | X |  |
| Researching, composing, scheduling and posting social media content and use of social media scheduling tools, such as Hootsuite | X |  |
| Email marketing tools such as Dot Digital or Mailchimp | X |  |
| Creating content for web and social media, including photography and video | X |  |
| Researching data to support with PR and campaigning activity |  | X |
| Supporting with event management |  | X |
| Graphic design for print and digital use, including producing templates | X |  |
| Understanding of paid-for social media and SEO principles |  | X |
| Has worked for a charity in marcomms or another capacity |  | X |
| Production of reports from web and email for analysis and continuous improvement |  | X |
| **Other** |  |  |
| Flexibility and ability to multi-task to meet the varying requirements of the charity | X |  |
| Desire to deliver high quality standards of work | X |  |
| Proactive approach focused on achieving high quality outcomes | X |  |