

Marketing Coordinator

Working at =mc

Thank you for getting as far as this. If you've downloaded the role profile and person specification we guess you must be serious about applying for the job we've advertised. We'd love you to join us in our mission to transform the performance of ethically-driven organisations worldwide.



The role profile and person specification (below) give you a formal sense of what we're looking for in one particular part of our expanding, socially committed business. For more information about =mc's mission, vision and values visit www.managementcentre.co.uk/pages/mission_vision_values.html.

We work with some of the UK's most exciting and challenging organisations – including high profile charities such as the British Red Cross, RNLI, Fairtrade Foundation, Macmillan Cancer Support, and WWF. We're also proud to help improve the work of many public bodies – from DEFRA to Dumfries & Galloway Housing Partnership – and arts and cultural organisations including the Science Museum, Scottish Opera and Tate. Internationally we work with many leading INGOs from UNICEF to Concern Worldwide, UNAIDS to Amnesty International.

=mc is currently a team of 20 people in the UK, making us the largest consultancy for ethically-driven organisations in Europe. And we plan to grow. We have partner companies in Brazil, Asia, Mexico, USA and MENA.

Our current structure and how you'd fit in



=mc is committed to growing significantly over the next five years. To enjoy working here you'd have to be comfortable in a fast moving innovative organisation where individual responsibility for results is high. There are four teams: Management Training, Management Consultancy, Fundraising Consultancy, and the Marketing & Programme Team. Visit www.managementcentre.co.uk/team for details.

Two key positions are now coming available in the Marketing & Programme Team. Our current Programme & Marketing Assistant is off to travel to New Zealand – by train. Our Marketing Coordinator is pursuing new opportunities in the environmental sector.

As a member of the Marketing & Programme team, your role is central to both external customers and colleagues. You will be responsible for driving a marketing-led approach in the organisation and in planning and delivering marketing campaigns and activities through a range of channels. You will also have opportunities to contribute to =mc's business objectives at the annual staff summer school. This is an exciting role that offers plenty of room for growth for the right candidate. Further information about the role is detailed below.

How to apply and our recruitment process

We are currently recruiting for two marketing jobs. Please make clear which you are applying for. Please also read the role profile and person specification.

Note we only consider applications that demonstrate you're committed to working with us and our customers – and that you 'get' the customer focus plot!

To apply you need to send us two things:

- a CV highlighting relevant transferable experience from your current setting
- a covering letter explaining why you want to join the =mc team and how you would add value to our work

Please email your CV and covering letter to careers@managementcentre.co.uk putting the job title in the subject line.

We prefer to receive applications by email, but if that's not possible, please post it to:

The Management Centre
117 Gauden Road
London
SW4 6LE

Or fax it to: +44 (0) 20 7978 2125

Please include an email address and daytime phone number.

Process

If your application is successful, we'll reply by email or phone. We will then invite you to:

- a group interview, to help identify your skills and abilities in groups
- an individual interview, to help highlight your individual abilities

Important dates

The closing date for this job is 16 July. First interviews are 22 July. Second interviews are 27 July.

Role Profile: Marketing Coordinator

Role:	Working in a small Marketing & Programme Team, you'll work alongside colleagues and a range of suppliers – from print designers to web agencies. We need you to be a good generalist – keen to 'do' practical things like write copy as well as organising and planning the work of others.
Job Title:	Marketing Coordinator
Hours:	9.00am-5.30pm Monday to Friday
Salary:	£21,000-£25,000 a year, reviewed annually in September after first year, plus discretionary annual profit-related bonus after first year
Probationary period:	3 months from appointment
Period of notice:	1 week either side during probationary period, then 8 weeks either side once confirmed in post
Responsible to:	Business Manager
Holidays:	25 days a year (five days to be taken during Christmas period) plus public holidays
Overall Purpose:	To ensure the <i>effective</i> and profitable marketing and sales of =mc services to ethically-driven organisations, and to provide <i>outstanding</i> service to external and internal customers.

RESPONSIBILITIES

Major:

- work with directors and principals to plan, develop and deliver a range of marketing approaches
- work alongside designers, printers, and web specialists to produce marketing materials for all =mc business activities
- ensure all aspects of =mc's marketing – from website to brochures to the database – are kept up to date and developed as dynamic marketing tools

Specifically:

Marketing management

- marketing planning – including monthly meetings, scheduling short/long term actions
- draft annual marketing plan and budget with the Business Manager

Marketing campaigns

- work with directors and Business Manager to design marketing campaigns
- plan, coordinate and implement marketing campaigns
- track results of marketing activity ensuring excellent ROI

Brand oversight

- understand =mc's offerings and customers and ensure we match messages/channels
- ensure =mc brand is promoted in appropriate settings and to key customers in a range of ways

Promotional & marketing materials

- lead or assist in all processes connected to the production of marketing materials
- produce tailored e-newsletters
- research and write copy for promotional materials and case studies

Social media

- maintain and oversee =mc's online presence through regular communications on social networking sites, including Twitter and LinkedIn
- keep abreast of new developments in social media and other online channels

Database and database maintenance

- oversee and manage the database cleaning
- work with the Business Manager and the database designer to ensure the database remains an effective marketing tool – and meets current legislation
- undertake/oversee database searches and segmentation for marketing campaigns

Website management

- ensuring web content is accurate and up to date
- liaise with and oversee the website supplier on website development
- monitor and collate monthly reports on website visitor statistics

Team working

- work as part of the MPT, including answering incoming telephone calls and providing cover for other team members when appropriate
- contribute to agendas for MPT and =mc team meetings and training days
- work alongside the Directors and the Business Manager to ensure the effective working of =mc generally

ABOUT YOUR DEVELOPMENT

We need you to bring your skills, ability and experience to =mc. But we're committed to offering:

- investment in your training and development to help you deliver in your role
- the chance to work alongside and learn from outstanding colleagues

KEY RESULT AREAS

The extent to which...

- *external customers are satisfied* with the service they receive
- *internal customers are satisfied* with the service they receive

This role profile is reviewed annually, and with the Key Result Areas and associated performance objectives will form part of any bonus calculation. It's not intended to be an exhaustive list of duties, but a guide to broad work areas.

Person Specification: Marketing Coordinator

	Essential	Desirable
Previous Experience & Knowledge	<ul style="list-style-type: none"> ● At least 18 months marketing experience ● Knowledge of and experience in a range of marketing channels ● Using social media ● Maintaining an accurate database ● Managing external suppliers – eg. print/website/database designers 	<ul style="list-style-type: none"> ● Working in public/voluntary sectors or an ethically-driven organisation ● Working in a training or consultancy organisation ● Using content management systems and Photoshop ● Using Apple computers ● Managing a marketing database
Skills	<ul style="list-style-type: none"> ● Ability to coordinate marketing contributions from internal and external stakeholders ● Strong attention to detail ● Ability to meet deadlines and prioritise workload ● A methodical and systematic approach to work ● Excellent written and oral communication skills 	<ul style="list-style-type: none"> ● Ability to drive a marketing-led approach throughout the organisation
Attitudes	<ul style="list-style-type: none"> ● Commitment to excellent customer care ● Demonstrable interest in our customers and ethically-driven organisations ● Commitment to drive a cooperative marketing-led approach throughout the organisation ● Commitment to work as a member of a team ● Willingness to be trained in key skills as necessary ● Flexible, and keen to take appropriate responsibility 	