



Candidate Pack

Marketing Officer

(Routes to Low Carbon Jobs)

www.groundwork.org.uk



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Who are we?



Our vision at Groundwork is of a society of sustainable communities which are vibrant, healthy and safe, which respect the local and global environment, and where individuals and enterprise prosper.

Our mission is to inspire people and deliver positive sustainable change in places of need across the North East and Cumbria. To achieve our aim, we work with passionate individuals, proactive public services and innovative businesses.

We work across the North East and Cumbria helping communities find practical sustainable solutions to the challenges they face. We provide training and create jobs, reduce energy and waste, reconnect people with nature and transform whole neighborhoods'. We are passionate about changing places and lives for the better. With over 200 staff across the North East, and over 30 years' experience, we are always keen to hear from people with the drive and determination to make a difference and have lots of ways you can get involved. Many of our senior managers and executive team began their careers as volunteers or entry level project staff. By providing a range of training and continuous professional development opportunities at the local, regional and national level we are able to recruit and retain the very best.

Each year Groundwork makes an incredible difference to communities across the North East and Cumbria. We work on hundreds of individual projects each year, supporting disadvantaged communities but what's most important is how we change people's lives. Our local programmes and services are tailored to the needs of Partners and communities in each locality. When all that local activity is added together, it becomes a major force for regional change.

We want you to be yourself at Groundwork and value everything that makes you unique. We recognise and celebrate people's differences and together we make Groundwork a great place to work. Groundwork are committed to safeguarding and protecting the welfare of children, young people and vulnerable adults, and expect all staff and volunteers to share this commitment.



What are we looking for?

Routes to Low Carbon Jobs will provide an opportunity for low skilled unemployed individuals to gain access to a supported employment programme which provides work experience opportunities in the Energy Efficiency sector.

We will engage and recruit unemployed people in n Leeds and Wakefield with a view to progress them into the Green Economy and ensure that they receive the following support to enable them to succeed through the programme

In this role you will implement and lead the marketing strategy to support promotion of the programme to increase engagement with potential participants, external organisations and employers. We are therefore seeking someone with strong marketing and communication skills, together with an enthusiastic and flexible approach to work. You will have excellent customer service skills, both written and verbal and proven experience of using a wide range of information technology, including Microsoft Word, Excel and PowerPoint, in addition to experience of using social media, and design software.

Like us, you will love North East England and want it to thrive. You will be keen to learn and work as part of a team, and be enthusiastic for charity initiatives and the role of benefiting communities.



What difference will you make in the role?

- Along with all Groundwork employees you will be committed to our purpose, values and mission
- You will have a genuine passion to make a difference and provide a great service, with strong attention to detail ensuring a high level of accuracy, prioritising tasks to meet deadlines, and keeping the intended audience at the forefront of all tasks.
- Using your own initiative, you will take responsibility for task delivery to time and within budget. Referring matters upwards only when necessary.
- You will provide a valuable resource as a member of the Green Doctor Routes To Low Carbon Jobs team in supporting the provision of a comprehensive and high quality service



What skills and experience do you need to apply?



- Good standard of education to GCSE equivalent, particularly English and Mathematics
- Significant experience of marketing with knowledge of developing and implementing communications strategies in line with Programme visions
- Outstanding communication skills and an ability to liaise effectively with colleagues and a wide variety of stakeholders
- Graphic design experience using design programmes (e.g. Canva, Adobe)
- Excellent computer literacy skills, including experience of Microsoft Office and online email campaign systems (i.e. Mailchimp)
- Experience of dealing with the media including handling queries, writing press releases and generating positive media coverage
- Confident using multiple social media channels, (i.e. Twitter, Facebook), managing websites and their content to plan, manage and implement campaigns, analysing results (i.e. Hootsuite)
- Ability to lead on delivery of a marketing strategy, turning into tactical plans to deliver targets on time and on budget
- Excellent organisational skills to ensure an effective and efficient administration service
- Ability to work as both part of a team, and on own initiative, only referring matters upwards as necessary
- Ability to achieve targets and deadlines whilst still maintaining quality
- A commitment to Equal Opportunities and Diversity in all work practices
- Full Driving Licence
- An appreciation and commitment to Health and Safety issues in the workplace



What will we offer you...

- Competitive salary, currently Circa £22,000 per annum, pro rata
- 20 hours working week
- Excellent holiday entitlement of 25 days, rising to 27 days per annum plus public holidays
- Family friendly policies to support work/life balance and time off in lieu for out of hours work
- Business travel expenses
- Better health at work activities
- Access to a Cycle To Work Scheme
- A commitment to equality, diversity and inclusion which ensures everyone can make best use of their skills, free from discrimination or harassment
- Staff life insurance scheme
- Friendly, team environment where we support each other to achieve



Want to Apply?



Great, you can find the job pack available on our website, located here:

<https://www.groundwork.org.uk/about-groundwork/careers-across-groundwork/>

All CVs should be sent to:

(In current circumstances, can we ask that you please return applications via email if possible)

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