

GROUNDWORK

CHANGING PLACES
CHANGING LIVES



EUROPEAN UNION
European Social Fund



JOB DESCRIPTION

JOB TITLE	Marketing Officer
REPORTS TO:	Project Manager RTALCJ
RESPONSIBLE FOR:	Increasing Engagement & knowledge of our programme and Funders.
SALARY:	£22,000 per annum, pro rata
LOCATION:	Based anywhere in the North East to cover Project Delivery in Leeds
CONTRACT:	20 hours per week (fixed until December 2023)

JOB SUMMARY

Green Doctor: Routes to Low Carbon Jobs (RTLCJ) 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.

The post holder will be responsible for the development and implementation of an engagement strategy to support the ongoing requirements of the programme.

Responsible for a range of administrative and communication-based tasks, the post holder will be required to work collaboratively with internal and external projects, ensuring achievement of business deadlines and a high level of accuracy and quality.

The role of Marketing Officer is funded through ESF 1.4 as part of the 2014-2020 European Structural and Investment Funds Growth Programme in England.

KEY TASKS

- Planning, implementing and delivering a programme marketing and engagement strategy to support the delivery of the programme, focussing on increasing engagement of potential participants
- Working closely with the Project Manager, developing strategies to increase engagement of specified cohorts
- Support the design and management of programme promotional materials which are appropriate and fit for purpose, making edits to flyers and posters as required
- Meeting regularly with the Green Doctors- RTLJC team to encourage success stories, to be shared across our social media channels and appropriate press
- Making and maintaining media and press contacts, arranging for regular communication with potential participants and contacts through the most appropriate communication channels
- Write and deliver appropriate content for press release, websites and social media of both the Green Doctors- RTLJC Programme and that of Groundwork NE & Cumbria in order to showcase our successes, keeping records for our Funders and raising our profile
- You will be able to work autonomously, using your own initiative to innovate new ways to promote the Programme: Experience of using online design software is preferred as is experience in design and video editing
- Ensure compliance with funder compliance protocols and processes.
- Creating and managing the Green Doctors- RTLJC website, adding content and ensuring it remains fit for purpose.
- Ensure value for money and procurement protocols are adhered to where applicable

General Administrative Duties

- Maintain effective, secure and robust systems for marketing-related materials for evidence to our Programme Funders
- Support the Project Manager on the analysis of data and preparation of reports to present to funders and the Trust
- Dealing with day to day administrative tasks, i.e. taking calls, sending emails, making appointments if necessary, scanning, photocopying and printing
- Provide comprehensive marketing support service for the Green Doctors- RTLJC team when required

Additional responsibilities

- A commitment to maintaining Continuous Professional Development
- Keep up to date with best practice in marketing and comply with relevant legislation and regulation e.g. GDPR, social media policy and photo permission policy. Work within Programme policies and procedures including Health & Safety, Equal Opportunities and Safeguarding

- Integrate with wider team and share knowledge to benefit the holistic development of programmes.
- To operate in a pro-active and innovative manner, to generate solutions which support a diverse customer base into sustainable employment, maintaining a belief in the customers' ability to be employed throughout.
- Comply with all organisational policy, procedures and systems.
- To be aware of and assume the appropriate level of responsibility for safeguarding and promoting the welfare of children, young people and vulnerable adults and to report any concerns in accordance with the organisation's safeguarding policies.
- Ability to work outside normal office hours.
- Any other duties commensurate with the level of the post.
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