

Role Profile

Job Title:	Marketing and Communications Officer Part-time 24 to 32 hours per week, with future potential to increase.
Reports to:	Head of Foundation
Salary:	£22,000 - £24,000 pro rata, depending on experience
Location:	Hybrid, with at least one day a week in the London office.

PURPOSE

Join Pelorus Foundation in its third year of growth as our Marketing and Communications Officer. You will develop and deliver a marketing plan and execute marketing and communications activities to build awareness of Pelorus Foundation to help increase engagement and income generation, building support for our vision and mission.

By creating compelling stories and using digital marketing, your ideas and creativity will support our fundraising and brand development.

RESPONSIBILITIES

Marketing and Promotion

- Create an annual marketing plan to raise brand awareness and support fundraising activities and events and activities.
- Promote fundraising activities online through social media, website, and other portals.
- Draft press releases, media articles and reports.
- Review and internally distribute environmental news and media stories.

Design and Copywriting

- Write and design marketing materials and content to promote our project partners, fundraising activities, appeals, and events, to build engagement and support income generation.
- Design digital content for social media, online adverts, and website.
- Write, design, and distribute e:news using Mailchimp email delivery system.
- Write and design impact reports, project updates, website, and social media content.
- Create marketing materials, newsletters, leaflets, postcards, banners, and ads.

Digital and social media

- Co-ordinate social media channels, create engaging content and respond to messages and comments.
- Create and schedule social media content and online ads and create a social media and digital advertising content plan to support marketing and fundraising activities and events.
- Film and edit project focused and promotional videos and provide video resources for events.

Brand, images and storytelling

- Gather and create compelling project and supporter stories for fundraising and marketing.
- Maintain story and photo libraries ensuring consents are recorded and stored securely.

Monitoring and evaluation

- Monitor media coverage and social media impact.
- Prepare monthly and quarterly marketing and communications reports.
- Evaluate marketing, website, and social media analytics.

Research and insight

- Stay informed of trends and developments.
- Source opportunities to increase brand exposure.
- Help source new environment and conservation project partners.

Team working

- Demonstrate commitment to our values and your personal development.
- Support and collaborate with the team as an effective team member, proactively participating in progress reviews, team meetings and team building activities.
- Act as an ambassador for Pelorus Foundation sharing our mission, vision and commitment to enthuse external audiences and potential donors about our work.

Other Responsibilities

- Maintain accurate contact records on our database, producing reports as requested.
 - Ensure compliance with policies, procedures, and guidelines, along with relevant regulatory requirements including Charity Commission, GDPR, and Fundraising Codes of Practice.
 - This list of responsibilities is not exhaustive, and you may be required to undertake other reasonable duties as directed by the Head of Foundation or Founder/Chair of Trustees.
 - May be required to occasionally work unsocial hours and weekends, or overnight.
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SKILLS AND EXPERIENCE

- 1+ years marketing and/or communications work experience
- Strong written English with good grammar, able to inspire and enthuse others and adjust tone and use of language for different audiences and purposes.
- Proficient in professional use of digital/social media, including social media planning software.
- Excellent knowledge of how social media is used as part of an integrated marketing approach.
- Experienced in Adobe design suite (ie. InDesign, Photoshop) and website CMS (Wordpress)
- Video content creation and editing experience.
- Creative thinking and research skills, able to input own ideas and research marketing trends.
- Good organisation and time management, able to prioritise and deal with multiple activities concurrently, working under pressure to meet deadlines and targets.
- Reliable, detail-oriented, and confident with good interpersonal skills.
- Good problem-solving skills and ability to think on your feet.

Communicating with others

- Confident and open approach with good interpersonal skills to collaborate well with others.
- Ability to listen and contribute in a group setting.
- Ability to manage existing and build new relationships.

Personal Qualities:

- Positive and enthusiastic can-do attitude.
 - Hard-working, and committed to developing own marketing and communication skills.
 - A commitment to quality, as well as ethical and able to demonstrate integrity.
 - Flexible outlook and adaptable approach
 - Experience/understanding of working within an environmental/conservation charity. A passion for the environment and the ability to convey this to our audiences in a compelling way.
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WHAT WE OFFER

- 25 days holiday allowance that increases annually, plus birthday off
- Additional time out of the office for Conservation projects (Foundation Days)
- Relaxed office, and flexible working environment
- Personal Development Days
- Progression opportunities
- Contributory pension scheme
- Global team with offices in UK/US
- Opportunity to work with high performance team

How to apply

- Candidates should apply via email. Attach your CV and supporting statement of one side of A4 outlining your motivations and suitability for the role.
- Please submit your application to: justine@pelorusfoundation.com
- Closing Date for applications **9am Monday 13 February 2023.**