



Marketing Coordinator

Hours:	35 hours per week
Contract:	Permanent
Salary:	£27,862
Annual Leave:	25 days per year (increasing by one day per year until you reach a maximum of 30, plus your birthday off each year)
Location:	You will be based at 64 Altenburg Gardens, London SW11 1JL, but will sometimes work at our other sites in Tooting, Brixton, and Kennington
Line Manager:	Marketing and Communications Manager

The role

We're looking for a marketing coordinator to support the delivery of our day-to-day marketing, communications and fundraising activities. You'll help us implement digital marketing strategies, with a focus on developing our social media channels, to expand our reach and grow our audience.

You'll work closely with the Marketing and Communications Manager and the Senior Community and Events Fundraiser to deliver a range of campaigns and activities to raise our charity's profile. You'll help us tell our story in a compelling way that engages new and returning audiences and generates income to make a positive impact in the lives of people with learning disabilities and autism.

You'll communicate our funding needs and the impact of our work to a varied audience across multiple channels, both online and offline. This is a new and exciting role, ideal for an enthusiastic and creative self-starter who is committed to helping disabled people have their voices heard and be included in all aspects of life.

About us

At Share, we are passionate about supporting disabled people to set their own goals for learning and life, and then helping them to achieve their aspirations. Most of our students are people with learning disabilities and/or autism. We offer a range of programmes and activities focusing on physical and mental health and wellbeing, independent living skills, community inclusion and employability. Our focus is on the social and economic inclusion of disabled people in the community, and we work with our students to empower them to develop their skills, make their own choices, and have their voices heard.

Who we are looking for

We need a motivated, creative and well-organised person who can provide first-rate marketing and administrative support. You'll be an excellent and persuasive communicator, interacting with our students and delivery staff across all our projects to gather content to tell our story. Our ideal candidate will be keen to develop and learn new skills in content creation, social media marketing and fundraising strategies. You'll be flexible, have a positive outlook, and be able to use your own initiative and take ownership of projects.

Main responsibilities

- Working to source new content from Share staff across all Share projects for social media channels and the newsletter
- Helping to prepare content for social media posts e.g. editing and resizing photos and videos in Canva
- Helping to create and maintain the social media calendar and ensuring we are involved in awareness days on social media, sourcing assets as needed
- General support with social media including research to locate stories/articles relevant for sharing, and ideas for new content/campaigns
- Collating and appropriately storing photo and video content - this includes managing and maintaining the media library
- Maintaining the marketing asset library, keeping an up-to-date list of promotional assets
- Supporting email marketing campaigns by helping to prepare and upload content to Share's website and CRM mailing system
- Helping at fundraising and community events including setting up and staffing stands, and engaging with potential supporters
- Supporting the Senior Community and Events Fundraiser to produce Share art products for sale at fundraising events
- Supporting the Senior Community and Events Fundraiser to build and nurture donor relationships
- Helping to research, identify and develop new fundraising opportunities
- Helping to build and maintain our mailing list and adding and maintaining entries on our CRM system (CiviCRM)
- Other ad-hoc tasks to support the marketing, communications and fundraising department
- The post may require occasional evening and weekend work, for example, attending a community event. We operate a time off in lieu system to make this time up which your line manager will need to approve

Person specification

Essential:

- Experience in a marketing or a fundraising related role
- Excellent written and verbal communication skills
- Strong interpersonal skills - the ability to connect with and work with people of all abilities
- Exceptional organisational skills
- Some experience maintaining social media channels and/or website content
- Comfortable working with and analysing data, ideally within Excel/CRM environments
- Full proficiency in all aspects of MS Office
- Ability to work accurately with an extremely strong eye for detail

Desirable:

- Familiarity with Canva or other design software
- Experience of using social media scheduling platforms, email marketing systems and web content management systems

How to apply

We actively encourage applications from people from minoritised ethnic communities and with lived experience of a learning disability and/or autism. This is because we believe our staff should reflect the diversity of our student body wherever possible in order to provide the best possible service.

Please send us your CV with a supporting statement. In your statement please tell us:

- Why you feel you're suitable for this role
- How you feel your values are in line with our organisational values
- What you think the most important things are to consider when using social media to engage with potential donors

Please also complete our equal opportunities form, which you can download from the bottom of this page. Please send us the three documents to hadmin@sharecommunity.org.uk.

If you would like to have a chat about the role or visit us prior to applying, please contact a member of the HR team at hadmin@sharecommunity.org.uk.

We focus on ability and believe people work best when they feel valued, safe and happy. We do all that we can to make sure that Share is friendly and welcoming to everyone. All CVs and applications are sanitised to ensure unbiased recruitment, and if you make it to interview stage, some questions will be sent in advance. All disabled applicants who meet the minimum criteria will be offered an interview.

This job is subject to two satisfactory references, an enhanced DBS check and providing evidence of the right to work in the UK. If you are disabled and would like to discuss other ways of submitting your application, please contact us on 020 7924 2949.

