
	Job Description		
Job Title:	Marketing Officer		
Business Unit:	Eastern		
Grade:	5	FTE	0.5
Reports to:	Regional Education Manager		
Direct reports:	None		
Place of work:	Cambridge		
Purpose of the role:	<p><i>All posts at the WEA will support the vision for "A better world - equal, democratic and just; through adult education the WEA challenges and inspires individuals, communities and society."</i></p> <p>The post holder will support the assigned WEA region through marketing activities, events and other related activity for the Association, working very closely with the national marketing team to help raise awareness of the charity, and to provide support for the region to deliver against their agreed needs and objectives, including student, membership and volunteer recruitment and stakeholder engagement.</p>		
KEY AREAS OF RESPONSIBILITY			
<ol style="list-style-type: none"> 1. Support the production of valuable and engaging content for the regional website and other marketing material that attracts and inspires our regional target audiences. 2. Ensure clear and consistent brand identity in all our messaging, media, campaigning and recruitment on a regional scale, and share good practice. 3. Assist with measuring and reporting performance of all marketing campaigns and events. 4. Work closely with staff, tutors, volunteers, members and governance to plan, organise and co-ordinate all aspects of the communications work of the region's educational and volunteering teams, including promotion and social media activity. 5. To prepare and co-ordinate marketing mailings to a range of Association stakeholders and to develop strong links with local media to raise the profile of the Association in region. 6. Research, write and deliver a wide range of marketing communications materials including reports, web pages, press releases, leaflets, flyers, newsletters and social media etc. This should include sourcing and developing news stories across the Association region for use in a variety of communications channels. 7. Populate and develop the Association's national image and case studies database with regional content. 8. Plan and deliver Association marketing and help with public events, as well as occasional other Association and education sector events. 9. Work with regional business development manager and national marketing specialist skills colleagues to assist and guide in the delivery of regional needs, including design and print, press, and digital. 10. Be the key point of contact for projects in region and support for branch provision in their marketing activities and requirements. 			

11. Manage, support and develop your direct report/s in line with Association's commitment to Investors in People and policies ensuring their health and safety and act as a role model in management practice.
12. Undertake such duties as reasonably requested by your line manager.

To be used in conjunction with relevant Person Specification

	Person Specification		
Criteria	Essential (✓)	Desirable (✓)	Assessment Method (for recruitment only) A – Application Form I – Interview T – Test
Education & Qualifications			
Degree in marketing or related field	✓		A/I
GCSE English and Maths or equivalent qualification	✓		A/I
Experience			
Experience of using social media as marketing tool	✓		A/I
Experience in events management logistics	✓		A/I
Experience in marketing copy writing	✓		A/I
Proven ability to establish and maintain relationships with external and internal stakeholders	✓		A/I
Experience of supporting and engaging volunteers, members and regional ambassadors		✓	A/I
Experience of working in education, membership or voluntary organisations		✓	A/I
Experience in measuring and reporting marketing results		✓	A/I
Knowledge & Skills			
Effective communicator able to enthuse potential volunteers and members	✓		A/I
Strong organisational and IT skills to support organisation of provision (including Microsoft Office suite)	✓		A/I
Effective communications skills and an ability to follow brand guides and understand the copy needs of varying materials: including presentations, emails, newsletters, brochures, marketing reporting etc.	✓		A/I
An awareness of the field of adult education / prior knowledge of the charity or not-for-profit sector		✓	A/I
Experience of project management		✓	A/I
Competencies			
Student and WEA values focused (Level 2)	✓		A/I
Achieves results (Level 2)	✓		A/I
Works collaboratively with others (Level 2)	✓		A/I
Manages self, learning and personal development (Level 2)	✓		A/I
Delivers excellent service (Level 2)	✓		A/I
Additional Requirements			
Comply with all WEA's Policies and Procedures, e.g. Code of Conduct, Health and Safety and Equality and	✓		A/I

Diversity Policy			
A willingness to travel within the UK.	✓		A/I
Be prepared to occasionally work flexibly, including outside of normal office hours	✓		A/I

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