



**Job Title:** Marketing Officer

**Salary Range:** £23,000 to £28,000 (all other areas)  
£25,300 to £30,300 (London)

**Reports to:** Marketing Manager

**Location:** London or Bristol

### **Who are we?**

Shaw Trust is a progressive charity on an exciting journey to help five times more people over the next five years. For over 30 years we have supported disabled and disadvantaged people to make positive changes to their lives through training and employment, and our ambitious plans need the right people to help us transform many more lives, in many more ways.

What we do is exciting, fulfilling and diverse and it's about to get even better. As well as employment services, we work with kids in schools, help offenders in prisons, and empower people to take part in activities that many of us would take for granted.

Working with us gives you far more benefits than a standard package; it gives you the chance to help turn someone's life around.

### **What we need?**

We are looking for a keen, passionate and energetic individual to deliver marketing activities, copy and collateral for key areas of Shaw Trust's operations and new business. A key focus of the work will be on promoting the charity to commissioners, and promoting Shaw Trust in line with our overall external communications strategy.

The individual will become a well-informed resource on Shaw Trust as an organisation and on our business strategies, communicating with key stakeholders both internally and externally and providing marketing support for key new business activity.

This person will also be the lead for organising external events so an eye for detail, organisational skills and ability to work to deadlines is vital.

## Person Specification

**Job Title:**                    **Marketing Officer**

(E = Essential D = Desirable)

<b>Core Competencies</b> <ul style="list-style-type: none"><li>• People centred in a commercial framework, takes accountability for results <b>(E)</b></li><li>• Demonstrates a passion to further the charitable aims of the organisation and acts with integrity <b>(E)</b></li><li>• Collaborates and unites with others behind the organisations mission <b>(E)</b></li><li>• Provides a best in class service to all clients internal and external<b>(E)</b></li></ul>
<b>Technical competency (qualifications and training)</b> <ul style="list-style-type: none"><li>• Degree or equivalent marketing qualification (D)</li></ul>
<b>Experience</b> <ul style="list-style-type: none"><li>• Proven ability to deliver marketing plans and manage projects to tight deadlines (D)</li><li>• Good understanding of range of marketing tools and techniques gained through experience in a marketing department (E)</li><li>• Experience of service marketing (E)</li></ul>
<b>Skills and Attributes</b> <ul style="list-style-type: none"><li>• Clear and concise communicator, verbally and written (E)</li><li>• Able to work to budget (E)</li><li>• Able to multi-task and take on varied projects (E)</li><li>• Creative thinker and a quick learner (E)</li><li>• Good IT skills (E)</li><li>• Evidence of continuous professional development, including membership of a professional body (D)</li></ul>
<b>Personal qualities, communicating and relating to others</b> <ul style="list-style-type: none"><li>• Proven team working across a range of departments (E)</li><li>• Excellent time management skills (E)</li><li>• Flexible and adaptable – able to ‘change tack’ when necessary (E)</li><li>• Able to embrace and see opportunities in any change process (E)</li><li>• Good interpersonal, communication and presentation skills demonstrating the ability to convey complex messages clearly (D)</li><li>• Excellent organisational skills and an ability to work across multiple projects simultaneously.</li></ul>
<b>Safeguarding</b> <ul style="list-style-type: none"><li>• Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults.(E)</li></ul>

<ul style="list-style-type: none"> <li>• This post requires a Criminal Records Bureau disclosure at Basic level (E)</li> </ul>
<b>Other</b> <ul style="list-style-type: none"> <li>• Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. (E)</li> <li>• Willingness to travel frequently when required (E)</li> </ul>

## **Main Duties and Responsibilities**

### **Duties**

1. To deliver materials, tools and collateral to fulfil Shaw Trust's marketing strategy. This will be targeted primarily at commissioners (both existing local and national commissioners as well as potential new commissioners), partners and customers to support the organisational objective to transform many more lives by 2022.
2. To promote the work of Shaw Trust and market Shaw Trust's services to commissioners and customers, working across the Policy and Communications team.
3. To identify new opportunities for the Trust and demonstrate innovative approaches to communicating with target audiences, delivering projects to multiple market sectors.
4. To work with teams across the organisation to write copy and produce materials to support business activity. This includes delivering marketing materials for the implementation of new contracts, including the production of collateral and other tools as required.
5. To deliver marketing plans and tools working with the Marketing Manager, Graphic Designer, Digital Marketing and Communications Manager, Policy and Communications team, New Business team and operational management teams.
6. To develop a thorough understanding of the objectives of the organisation and form excellent working relationships across Shaw Trust to ensure clear and fit for purpose communications whilst promoting a team working ethos.
7. Take the lead in organising and running external events for Shaw Trust
8. Manage the Studio and other relevant inboxes, including logging requests for marketing and graphic design work.
9. To support other Shaw Trust activities or projects in need of marketing support, including supporting any rebranding activity.
10. To write copy for externally facing Shaw Trust corporate publications including, but not limited to, the Shaw Trust annual report and impact report.
11. Demonstrate full alignment with mission of Shaw Trust, and operate in a politically unbiased manner at all times.
12. Any other duties as requested or required by the line manager.

## **Other**

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.
7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment.