

## Job Description

**Job Title:** Marketing Coordinator (National Careers Service)

**Reports to:** Delivery Development Manager

**Location:** Home Based (London Area)

### Purpose

To support marketing and communications for the London National Careers Service contract.

### Main Duties and Responsibilities

1. To support delivery of the marketing and communication strategy for the National Careers Service (NCS) London contract
2. To contribute to and implement the marketing and communications plan for NCS London
3. To be responsible for communications to subcontractors; advisers; and stakeholders in London
4. Create Social Media posts / Leaflets and Event material in line with Contract Branding
5. To be responsible for promoting and driving customers to the Service through a range of channels including social media
6. To organise events, visits, workshops and media activity as required
7. To represent the National Careers Service at external events and meetings, including delivering presentations
8. To ensure all contacts are recorded on the appropriate database
9. Other duties commensurate with the level and nature of the post.

### 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 a Diversity and Inclusion 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 in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p><b>Person Specification</b></p> <p><b>Job Title: Marketing Coordinator</b></p> <p>(E=Essential D=Desirable)</p>
<p><b>SKILLS AND CORE COMPETENCIES</b></p>
<p><b>Technical competency (qualifications and training)</b></p> <ul style="list-style-type: none"> <li>• Working towards/educated to Level 4 qualification or equivalent experience (E)</li> <li>• Demonstrable evidence of Continuing Professional Development (E)</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Relevant experience working in marketing and/or events (E)</li> <li>• Understanding of marketing and how marketing contributes to the attraction and retention of audiences (E)</li> <li>• Practical experience of marketing production including content management systems, email marketing and basic image manipulation and design (E)</li> <li>• Demonstrable experience of successfully working to targets (E)</li> </ul>
<p><b>Skills and Attributes</b></p> <ul style="list-style-type: none"> <li>• Excellent IT skills, including familiarity with Microsoft Office software and previous experience of working with databases (E)</li> <li>• Excellent verbal and written skills and ability to communicate concisely and effectively (E)</li> <li>• Demonstrable experience of providing excellent customer service skills (E)</li> <li>• Understanding of our client group and the barriers our clients may face (E)</li> <li>• Understanding of data protection and information security (E)</li> </ul>
<p><b>Personal qualities, communicating and relating to others</b></p> <ul style="list-style-type: none"> <li>• Excellent interpersonal and communication skills (E)</li> <li>• Good at building relationships with both internal and external stakeholders (E)</li> <li>• Ability to manage and prioritise own workload and diary (E)</li> <li>• Ability to use initiative when required and take a problem solving approach to work tasks (E)</li> <li>• Ability to work well as part of a team and independently when required (E)</li> <li>• Confidence to take the lead at organising events and use of own 's initiative (E)</li> </ul>
<p><b>Safeguarding</b></p> <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> <li>• This post requires a Disclosure and Barring Service Check at a Basic level (E)</li> </ul>

**Other**

- Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity (E)