

## Marketing Officer

<b>Department</b>	Communications and Marketing	<b>Reporting to</b>	Senior Communications and Marketing Manager
<b>Contract</b>	0.6 FTE / 21 hours p/w 12 month contract	<b>Direct reports</b>	None
<b>Work location</b>	Earth Trust Centre / Hybrid	<b>Salary</b> (FTE and Pro rata if applicable)	£26,250 FTE Pro-rata

### Role summary

The Marketing Officer plays a crucial role in promoting Earth Trust's mission, raising awareness, and engaging the public through strategic marketing and communications. This role supports audience engagement of Earth Trust visitors, volunteers, supporters and corporate partners across multiple digital platforms, including social media, email newsletters, and the website.

The Marketing Officer will form part of a team of three, comprising the Senior Communications and Marketing Manager and a Marketing Officer, who report to the Director of Development.

The team is collaborative and flexible, but this new role will take responsibility for leading and delivering the promotion of Earth Trust's income generating activities such as events, wedding venue hire, corporate venue hire and a new adventure play offer.

### Accountabilities

#### Marketing Planning and Analysis

- Develop and implement marketing campaigns to promote the charity's mission, venue offer, programmes, fundraising, and events.
- Track and report on campaign performance, using data insights to optimise effectiveness.
- Design and manage marketing journeys using the CRM system, Beacon, and email marketing platform, Mailchimp.
- Manage marketing budgets to ensure the efficient allocation of resources across campaigns.
- Identify opportunities to improve content and marketing performance through data-driven insights.
- Ensure marketing activities comply with relevant regulations and best practices, including GDPR and Fundraising Regulator guidelines.

## **Content Creation & Management**

- Develop compelling content for various digital channels, including social media, website, and email.
- Write and edit content for marketing materials, ensuring clarity, accuracy, and brand consistency.
- Design and produce marketing assets to support commercial projects and campaigns.

## **Channel Management and Delivery**

- Create content for Earth Trust's social media channels, identifying creative ways to bring the organisation's work to life.
- Plan and execute email marketing campaigns via MailChimp, including monthly newsletters and targeted campaign emails.
- Manage website content and administration via WordPress, collaborating with the external website manager for complex updates.
- Optimise SEO across the website to enhance visibility and align content on key campaigns.
- Support delivery of Google search ads and Earth Trust's Google Ads Grant account for key campaigns.

## **Project Management**

- Lead delivery of marketing projects from conception to execution, ensuring timely and budget-conscious delivery.
- Work collaboratively with internal teams to ensure alignment with organisational goals.

## **Person specification**

### **Essential**

- Minimum of two years' experience in a marketing or communications role.
- Evidence of marketing training either on the job learning or formal marketing or communications qualification.
- Strong organisational and time management skills, with the ability to manage multiple projects simultaneously.
- Solid understanding of marketing principles and how digital activities fit into a strategic marketing framework.
- Experience in delivering paid media campaigns.
- Commercial and event digital marketing experience.
- Strong copywriting and editing skills, with the ability to tailor content for different audiences.
- Proficiency in digital marketing tools and platforms, including MailChimp, WordPress, and Canva.
- Experience managing social media content and engagement.
- Familiarity with Google Analytics, SEO best practices, and social media analytics.
- Basic graphic design skills using Canva or Adobe Creative Suite.
- Experience in data management and reporting.
- Confidence in creating digital content across various formats, including video, and design.
- Ability to work both independently and collaboratively within a team.
- Knowledge of marketing regulations and best practices.

### **Desirable**

- Experience in the charity or fundraising sector.
- Familiarity with the environmental sector and creating digital content to engage audiences with nature.
- Knowledge of marketing a visitor business or commercial activity such as wedding or venue hire. Experience using CRM systems for marketing and audience engagement.
- Experience managing Google Ad Grants or working with an agency/ freelancer manager
- Knowledge of influencer marketing and community engagement strategies.

## Personal attributes

- Passionate about Earth Trust's mission and values.
- Creative thinker with a proactive and adaptable approach.
- Excellent attention to detail and a keen eye for design.
- Strong interpersonal and communication skills, with the ability to collaborate effectively with colleagues and stakeholders.

This role presents an exciting opportunity to be part of a dynamic communications team, driving impactful marketing campaigns that support Earth Trust's mission of enabling people and nature to thrive together.