

Marketing & Communications Executive

Salary: £24,000 - £25,000 (FTE)
Hours: 16-20 hours per week (over 4-5 days)
Location: Leicester - Hybrid working

Job Purpose

We are looking for a passionate and professional marketing and communications executive to support the creation of both awareness and results-driven marketing and communications campaigns; designed to generate enquiries across the full range of products and services. This individual will become the in-house ambassador of our brand and build connections and networks across the county to build awareness of our charity.

Key Responsibilities

- Working closely with creative agencies to create, distribute and evaluate marketing and communications.
- Developing relationships with key stakeholders (internal and external).
- Day-to-day management of social media platforms for Freeva and the Jenkins Centre (inc. Twitter, Instagram, Facebook and LinkedIn) - including the scheduling of content, reactive posting and management of comments, messages and interactions.
- Writing and proofreading marketing copy for both online and print.
- Content management of the Freeva and Jenkins Centre websites.
- Organising, promoting and attending events on behalf of Freeva. E.g. webinars, conferences, exhibitions.
- Conducting market research: Collating and distributing key data amongst stakeholders.
- Arranging the distribution of marketing materials.
- Developing robust and productive relationships across the organisation.
- Building awareness of Freeva and its services by proactively developing links with other organisations, partners, business and stakeholders.

To apply, visit our website freeva.org.uk/portfolio/opportunities/ to download an application form. Please send completed application forms to recruitment@freeva.org.uk.



Person Specification

Knowledge

Knowledge of the charitable Sector

Essential

Desirable

X

Knowledge of analysing and interpreting marketing data

X

Knowledge of social media platforms (for business)

X

Knowledge of basic website content management

X

Good understanding of the dynamics of domestic abuse and the impact of sexual violence

X

Skills and Abilities

The ability to work with internal and external teams to work towards a common goal

X

A good understanding of applied marketing

X

Knowledge of social media platforms for organisations

X

A good eye for detail and design

X

The ability to manage marketing projects and prioritise a diverse workload to achieve deadlines

X

Excellent networking and engagement skills

X

Exceptional communication skills - both written and verbal

X

Experience and Qualifications

A minimum of 2 years marketing experience

X

Apprenticeship / Degree / CIM Qualification in marketing or a related subject

X

Working in the not for profit sector

X