



FERNE ANIMAL SANCTUARY JOB DESCRIPTION

JOB TITLE:	MARKETING ASSISTANT
REPORTS TO:	Finance Manager
INTERFACES:	CEO & Senior Management Team Fundraising & Retail Team External Marketing Contractors Supporters External stakeholders Community

Purpose of Job:

As a Marketing Assistant, you will be responsible for the day-to-day administration of the in-house marketing function, including clerical tasks and marketing activity.

You will respond to enquiries from other departments and deal with all in house marketing activities. You will also be a first point of contact for the external Marketing contractors.

You will monitor and analyse results from campaigns, meeting with departments & sharing ideas for new campaigns. You will support the Sanctuary with market research and compile information for performance and contract review meetings.

You will support the Finance Manager at the quarterly performance meeting with our external marketing contractors.

You will lead and coordinate the content across our social media sites

You will update our website to ensure all content is current and ensure the charity is maximising search engine optimisation (SEO).

You will ensure all branding and content for templates both digital and physical are up to date and in line with Ferne's brand and messaging.

Key Tasks and Responsibilities

Develop and implement in-house marketing campaigns, supporting the marketing requirements of the Retail and Fundraising teams and the overall objectives of the sanctuary.

Ensure all website content is up to date and use website analytics to ascertain the relative effectiveness of ongoing campaigns and to understand the way users interact with our site.

Responsible for Google Analytics and Google Grants ensuring maximum returns are achieved.

Manage social media pages, posting updates and responding to comments and messages.

Provide regular performance updates on in house campaigns and monitor the performance of the contractors.

Manage the day-to-day contact with Marketing Contractors, be a point of contact providing information to support their contract obligations.

Submit ideas for the marketing programmes designed to enhance and grow the Ferne brand.

Write and edit press releases, used in external press or through email campaigns to our supporters.

Ensure physical marketing at the Sanctuary and the retail outlets is in current and in line with our brand.

Working Conditions

A friendly and positive representation of the Sanctuary must be upheld at all times especially when working with visitors and members of the public.

You will work 35 hours per week. You may be asked to work additional hours as necessary which will include unsocial hours outside the above times for which TOIL will normally be given, rather than payment.

The post holder will contribute positively to a harmonious and collaborative working environment. The Sanctuary reserves the right to vary or amend the duties and responsibilities of the post-holder at any time according to its needs.

Job Descriptions only reflect 80% of a role and are not an exhaustive list of duties. You will be expected to carry out other activities that are within the scope of the role.

Agreed that the job description is a fair and accurate statement of the requirements of the role:

Job Holder..... Date.....

Line Manager Date.....

PERSON SPECIFICATION MARKETING ASSISTANT

Criteria which will be used in shortlisting and selecting candidates

QUALIFICATION/ EXPERIENCE/ QUALITY	ESSENTIAL	DESIRABLE
Education / Experience	<p>Good standard of general education including a minimum of 5 GCSEs grade A - C including Math and English</p> <p>A minimum of 2 years recent experience within a marketing function</p> <p>Knowledge of analytics software, including Google Analytics</p> <p>Administration of multiple social media platforms</p> <p>Experience of using Canva or similar platforms</p> <p>Experience of using WordPress</p> <p>Knowledge and understanding of search engine optimisation (SEO)</p> <p>Good attention to detail & high level of accuracy, including Copywriting</p> <p>Excellent communication skills including both verbal and written</p>	<p>Knowledge of Google Grants and Ad-Words</p>
Abilities	<p>The ability to work effectively as part of a team & independently</p> <p>Able to work under pressure, with good time management skills and a proven ability to organise & prioritise workload</p> <p>Strong customer service and relationship building skills</p>	<p>Strong understanding of GDPR regulations</p>
Other	<p>Drive to improve processes to finding efficient ways of working.</p> <p>A proactive and organised approach to work</p> <p>Interest in, and commitment to, the aims and objectives of FAS</p> <p>Flexible approach</p> <p>Full valid UK driving licence/ ability to travel</p> <p>Friendly, calm and professional manner</p>	

