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| **Job Profile**

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| **Job Title:** | Marketing Coordinator |
| **Team:** | Sales and Marketing |
| **Responsible to:** | Head of Sales & Marketing  |
| **Location:** | Head Office – Uckfield, East Sussex |

**Purpose of the Team**To promote and maximise the take-up of Essential Christian events, resources and services through excellent customer service and innovative marketing campaigns across a diverse range of communication channels. A team with a passion for the ministry of Essential Christian and a commitment to creativity and excellence.**Main Purpose of the Job**To work with the Head of Sales & Marketing in creating and implementing strategic marketing initiatives that deliver growth of sales across the full range of Essential Christian brands. To create engaging, creative and integrated marketing campaigns via digital, print and other marketing channels that achieve quantifiable results in sales and brand recognition.**Event Activities**To contribute to the wider ministry of Essential Christian by serving on staff teams at various Christian events throughout the year. With responsibility for a variety of on-site activities, including retail sales and volunteer leadership. Working extended hours which demand physical resilience and stamina.**Position in the Organisation**Reporting to the Head of Sales & Marketing.Representing Essential Christian at Christian events throughout the UK, giving leadership to volunteer teams and taking ownership for other event activities, as required.**Occupational Requirement**This role has an occupational requirement for the post holder to be a committed and practising Christian. Given the Christian ethos of Essential Christian, and the nature and context of this role, continued employment is dependent on adherence to the Evangelical Alliance Basis of Faith, working consistently within Essential Christian’s Ethos Statement, and life being led in accordance with the teaching of the Bible.  |  | Job Profile |
| **Job Description****Marketing Coordinator****Key duties and responsibilities*** To support the Head of Sales & Marketing in the delivery of strategic and effective

marketing campaigns that deliver growth in sales across the full range of EssentialChristian brands.* To provide creativity within planning meetings and strategic discussions.
* To conceive and implement engaging, creative and integrated marketing campaigns via digital, print and other marketing channels, in order to achieve quantifiable improvements in sales and brand recognition.
* To write clear, engaging, accurate and on-brand marketing copy for print, digital and event marketing.
* To support the development and reporting of digital marketing activity and effectiveness.
* To monitor and develop social media activity across all brands.
* To assist in the development and ongoing maintenance of websites.
* To positively and creatively engage with the various Essential Christian brands in order to understand their marketing requirements.
* To work with partner organisations, churches and others to maximise new growth opportunities.
* To support with the structure and creation of regular emails for external communications
* To increase brand recognition by engaging in suitable PR activities, including advertising, exhibitions and media opportunities.
* To monitor budget expenditure throughout the year.
* To work with our design agency in their creation of marketing assets.
* To manage our digital marketing assets library.

**Events*** To serve on staff teams at Christian events throughout the UK, leading volunteers and contributing to the fulfilment of event requirements in retail, technical, recording and other functions

**Spiritual*** To take an active part in the prayer life of the organisation, participating in weekly staff prayer meetings and retreat days to aid spiritual refreshment and envisioning
* To attend staff meetings to ensure consistency of communication across the organisation and ownership of the vision and purpose of Essential Christian.
* To contribute to a working environment of mutual Christian encouragement in

relationships and working practices, by upholding Christian standards in accordance with Biblical teaching. |  | Job Description |
| **Person Specification****Marketing Coordinator**

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|  | **Essential Requirements** | **Desirable Requirements** |
| **Qualifications** | * CIM or relevant marketing

qualification | * Current UK driving licence
* Diploma or Degree in marketing or communications
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| **Experience** | * 1-3 year’s proven marketing experience
* Understanding and experience of social media platforms and other forms of online offline marketing
 | * Worked within a Christian or charitable organisation
* Christian events & music industry knowledge
* Website and social media analytics
* Working with multiple stakeholders often with competing priorities
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| **Skills/Abilities** | * Digital and social media marketing
* Offline marketing
* Excellent creative copy writing
* Flexible, adaptable and imaginative
 | * Website editing and SEO
* Experience of the Campaign Monitor email marketing platform or similar
* Experience with image and/or video editing and Adobe Suite
* Leading volunteer teams
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| **Personal Qualities** | * Committed Christian
* Active in local Christian church
* Highly motivated
* Excellent and clear communicator
* Team player
* Good organisational and time management skills
* Passionate about Christian events & resources
* Physically resilient
* A creative and innovative thinker
* Ability to work well in a team and on own
* A hands-on approach and positive attitude
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| **Terms and Conditions of Employment****Job Title:** Marketing Coordinator**Contract Status:** Full-time, Permanent **Working Hours:** 37.5 hours per week (7.5 hours per day, Monday to Friday) Mandatory lunch break of 30 minutes’ each day (unpaid) Additional hours when preparing for and working away at events**Annual Leave:** 20 days per annum (increasing by 1 day for each complete year of service to a maximum of 25 days ) + Statutory Bank Holidays + Recovery day for each 7 consecutive days worked at events **Company Sick Pay:** 23 days per rolling 12 month calendar period**Salary:** On application **Pension:** Employer’s contribution of 4% of salary and employee’s  contribution of 4 % of salary into workplace pension scheme**Group Life Assurance:** Lump sum benefit of 2 times salary payable to next of kin,  subject to qualifying criteria**Probationary period:** 6 months, with interim reviews at 1 month and 3 months**Notice period:** 1 week, increasing to 1 month on satisfactory completion of  probationary period |  | Employment Terms |