

Job Specification

Marketing and Social Media Executive

Responsible to: Director of Learning and Skills

Salary: £26,000 per annum

Hours: 37.5 Hours per Week, Monday-Friday. Some occasional work in mornings, evenings or weekends may be needed to set up and attend events.

Location: Ashford

Social Enterprise Kent is an award winning organisation, and has established itself as one of the main social enterprise bodies in Kent, giving advice to many charities and budding enterprises, and running training and employment services. We are a passionate believer in the power of social enterprise to effect positive change in our communities, and the importance of partnership working in all sectors.

Purpose: The Marketing and Social Media Executive will combine marketing and social media management skills to architect and enhance company marketing presence, including interacting with customers, promoting brand-focused interactive and engaging content, and expanding opportunities for revenue. You will be a marketing generalist, with a strong drive to grow and develop the business.

Main Duties and Responsibilities:

Marketing

- Promoting SEK as the organisation of choice for community projects, training, events and workshops. Creating marketing campaigns, working closely with the different departments to ensure that this is in line with the business plans and team KPIs, and reporting success.
- Coordinating and producing of a wide range of marketing communications, including preparing marketing materials, including digital and hard copy.
- Supporting the manager with developing a company marketing plan/strategy.
- Managing events/exhibitions from start to finish.
- Sourcing advertising opportunities and developing a good relationship with press contacts in order to get editorial content in the press or on the radio.
- Managing the website, preparing and uploading interesting written copy for the website, and measuring the traffic to the website suggesting improvements.
- Providing regular analytics and MI about marketing and competitor activity, reporting to the Board on progress.
- Overseeing and managing the marketing budget.
- Assisting the Directors with bid writing, and award nominations as appropriate.

Social Media

- Growing and expanding company social media presence into new social media platforms, plus increasing presence on existing platforms including Facebook, LinkedIn, Twitter, and YouTube and others as appropriate.
- Creating marketing and social media campaigns and strategies, including budget planning, content ideation, and implementation schedules.
- Creating content, including text posts, video and images for use on social media.
- Interacting with customers and dealing with customer's inquiries
- Providing training and guidance to other social media leads within SEK's projects on social media implementation best practices and strategies
- Collecting customer data and analysing interactions and visits, using this information to create comprehensive reports and improve future marketing strategies and campaigns, and reporting progress to the Board.

Communications

- Leading on internal communications to ensure that within our staff team we reduce silos, and so that everyone has the knowledge to be an ambassador for the wider company.
- Reach out to external customer leads through emails, managing our Mailchimp lists and ensuring GDPR compliance.
- Representing the company at networks, association meetings and groups when required.

Other

- Actively embrace and use the SEK CRM system (Salesforce) ensuring this is used to maximum effect and promoted within the whole company (for all matters including HR).
- Be an ambassador for SEK as a whole, including SEK's community projects and training programmes.
- Maintain knowledge of the VCSE, schools and commercial training market, and identify new business opportunities.
- Any other reasonable request.

Person Specification

	Essential	Desirable
Qualifications	<ul style="list-style-type: none"> Marketing qualification 	<ul style="list-style-type: none"> Educated to A level standard or equivalent
Experience	<ul style="list-style-type: none"> Marketing/design/sales/social media experience Used to working with a CRM to manage marketing programmes Experience of reviewing progress against targets towards achieving business aims and targets 	<ul style="list-style-type: none"> Experience of working in the training, social enterprise, or voluntary sector. Experience of working with Salesforce CRM Experience of WordPress
Skills and Abilities	<ul style="list-style-type: none"> Ability to work to targets and tight deadlines. Excellent IT skills Ability to stay abreast of latest trends and innovations for delivering marketing Excellent written and oral communication skills Excellent communication skills, and ability to liaise both internally and externally Ability to work as part of a team and autonomously as and when required. Ability to interpret information for the purpose of reporting. Ability to forecast performance against targets and identify potential shortfalls. 	
Knowledge	<ul style="list-style-type: none"> Keeping current on the latest in marketing and social media trends. 	
Personal Qualities	<ul style="list-style-type: none"> Self motivated with a 'can do' attitude Uses own initiative Committed to achieving Customer focused Decisive Able to maintain professional boundaries Ability to develop personally and professionally 	