

## Role Description



<b>Job Title</b>	Marketing and Events Co-ordinator
<b>Responsible to</b>	Head of Business Support
<b>Reporting Roles</b>	None
<b>Purpose</b>	To co-ordinate Anglia Care Trusts marketing function and associated events
<b>Base</b>	Head Office in Martlesham Heath, Suffolk
<b>Starting Salary</b>	£28,499 pro rata
<b>Working Hours</b>	Part time (22.5 hours per week – working pattern to be agreed)

### Job Overview

Anglia Care Trust (ACT) is seeking a dynamic and dedicated Marketing and Events Co-ordinator to join our team in this newly created role. The Co-ordinator will play a crucial role in supporting the implementation of our marketing strategies and campaigns and co-ordinate the planning and running of events, both online and offline, to promote ACT's services and engage with the community. This is an exciting opportunity for an individual with a passion for marketing and a desire to make a positive impact in the community.

### Responsibilities and Duties

1. Content Creation:
  - Develop engaging, compelling and relatable content for various marketing channels, including social media, website, newsletters, and print materials.
  - Collaborate with internal teams to gather information to assist with creating this content.
2. Social Media Management:
  - Manage and maintain ACT's social media profiles, ensuring a consistent brand message and engagement from a diverse pool.
  - Create and schedule posts, monitor analytics, and keep up to date with social media trends.
3. Campaign Support:
  - Assist in the planning, rolling out and evaluation of marketing campaigns to promote ACT and its services and coordinate wider team members to support this.
  - Use social media to champion ACT's working culture and attract candidates to both voluntary and paid roles.
4. Event Coordination:
  - Assist in the planning and running of events, both online and offline, to promote ACT's services and engage with the community.
  - Coordinate the logistics of events, promotional materials and post-event evaluation.
5. Market Research:
  - Conduct market research to identify trends and opportunities for ACT.
  - Provide information to help inform marketing strategies and decision-making.
6. Collaboration:
  - Work closely with the wider ACT team to ensure a consist message and brand.

- Collaborate with internal stakeholders to gather information and insight for marketing materials.
- Collaborate with external agencies who support our marketing and promotion functions

#### **Skills, qualifications, knowledge and understanding required**

- Bachelor's degree in Marketing, Communications, or a related field.
- Proven experience in marketing or a related role.
- Strong written and verbal communication skills.
- Proficiency in using social media platforms and a variety of digital marketing tools.
- Creative thinking and ability to generate innovative ideas.
- Excellent organisational and multitasking abilities.
- Passion for the mission and values of Anglia Care Trust.
- Ability to work collaboratively in a team-oriented environment.
- Proactive and self-motivated with a strong attention to detail.
- Flexibility to adapt to changing priorities and deadlines.
- An understanding of equality, diversity and inclusion and how materials can be used to target a diverse audience.

#### **Additional requirements**

- Must have a full driving license and access to own transport as travel around the county may be involved.
- There will be the requirement to be flexible and attend some weekend or evening events. We promote flexible working to accommodate this.