Job Description

Job Title: Temporary Engagement & Marketing Executive

Salary: 37.5 hours per week at £18,000-£21,000 p.a (dependent upon experience).
Fixed term contract of 3 months (Jan-Mar 2020)

Responsible to: Engagement and Marketing Manager

Location: Based at 54 St James Street Liverpool L1 0AB

Purpose: The Temporary Marketing and Engagement Executive will ensure that:

- Women considering starting up and developing their own businesses across the Merseyside area are made fully aware of the enterprise support services provided by The Women’s Organisation
- Would be, and existing, business women are encouraged to take up the high quality and flexible range of enterprise services offered by The Women’s Organisation to enable them to start, grow and sustain successful businesses.
- Women from all communities have the opportunity to access and benefit from The Women’s Organisation enterprise and personal development services and in particular women from disadvantaged areas; black and minority ethnic women; disabled women; and lone parent women

Duties and Responsibilities:

Key tasks:
To ensure that women considering starting up and developing their own businesses from across the Liverpool City Region and Greater Manchester area are made fully aware of and take up the innovative enterprise support and personal development services provided by The Women’s Organisation.
Specifically, this could be achieved by:
- Working creatively to capture client success stories to build case studies for web marketing and press that will inspire others
- Supporting with design and distribution of marketing materials
- Developing creative and informative blog content around business and gender equality
- Support the Engagement & Marketing Manager to implement innovative social media marketing campaigns
- Keeping up to date with latest e-marketing trends
- Amending the organisation’s CMS based website as and when required
- Ensuring that information and marketing materials about The Women’s Organisation’s services are widely distributed in the areas, especially to groups who find it difficult to access services
- Supporting with event management
- Identifying the specific and appropriate support measures for clients via telephone, face to face, email and online resources
The Women’s Organisation

- Providing a high level of customer care through responding to telephone enquiries as required
- Contributing to effective record keeping and communication including messages, diary and filing systems.
- Representing The Women’s Organisation at community engagement events as required
- Contributing to the development of new approaches and partnerships to enable women to take up The Women’s Organisation’s services.
- Using informal opportunities to talk to would be and established women businesses owners about our services
- Identifying opportunities and creative ways of reaching out to and accessing women from diverse geographical, cultural, social and economic backgrounds and communities
- Keeping up to date with The Women’s Organisation’s services, timetables and priorities
- Maintaining a client focus whilst operating within internal and external requirements
- Contributing to identifying and networking with key local agencies, organisations, and communities with particular emphasis on women’s enterprise development.
- Contributing to research and monitoring reports as required
- Working in a flexible manner and as part of a team
- Demonstrating a commitment to equal opportunities and to promoting non-discriminatory practices in all aspects of work undertaken
- Taking responsibility to ensure that your work complies with appropriate statutory requirements and to ensure that all work functions are undertaken in accordance with health and safety legislation, codes of practice, and The Women’s Organisation quality and ethics policies

This job description is not intended to be either prescriptive or exhaustive; it is issued as a framework to outline the main areas of responsibility at the time of writing
Person Specification

Essential

- Excellent interpersonal skills and phone manner
- Excellent communication skills, both written and oral, including the ability to communicate with people at very different levels within and outside the organisation
- Ability to meet deadlines
- Ability to act on own initiative, and operate effectively as part of a team
- Ability to respond to clients, colleagues and stakeholders needs through familiarisation with The Women’s Organisation operations with both empathy and professionalism
- Core knowledge of social media practices for business, particularly facebook, twitter, Instagram and linkedin
- Creative writing skills
- Ability to deal with clients and colleagues with courtesy, tact and discretion whilst maintaining confidentiality at all times
- Understanding of personal limitations and ability to ask for help where necessary
- Willingness to learn and develop new skills
- Innovative, creative and flexible in approach and willing to undertake all tasks as necessary to ensure the smooth running of services
- An understanding of and commitment to The Women’s Organisation’s values and principles underpinning equal opportunities, and an ability to challenge appropriately in this area

Desirable

- Skilled in ICT, data and information gathering, compilation and report preparation
- Experience of using Eventbrite to promote events
- Understanding of CMS systems
- Experience of using hootsuite to manage social media activity
- Event management experience
- Experience of working in the enterprise sector
- Understanding of local networks