



## Job Description

# Marketing & Events Officer

<b>Contract Type:</b>	Permanent
<b>Hours:</b>	35 hours per week (full time), Mon-Fri
<b>Location:</b>	The work is predominately based in the London Borough of Barking & Dagenham, where we intend to take up office space; in the meantime, the position is largely working from home. You will, occasionally, be required to attend meetings, events or activities outside of the borough.
<b>Salary:</b>	£25,500 to £28,000 (depending on experience)
<b>Annual Leave:</b>	25 days per year plus Bank Holidays
<b>Probation Period:</b>	Three months
<b>Reports to:</b>	Chief Executive

### 1. Background

Barking and Dagenham Giving is the platform for local people, businesses and voluntary and community sector organisations to commit their ideas, energy and resources to strengthening the things that matter locally.

We are an ambitious, inclusive and independent convener, passionate about collaborative working and with strong insight into the priorities that matter within our borough.

We want to make the local economy work for everyone in B&D and believe that everyone has something to give time, talent, connections, money and resources.

Over the past two years, we have been exploring new forms of participatory grant-making. This has focused on changing power dynamics around funding and building relationships based on trust with our partners. We believe local people are best placed to make decisions about how the issues they face should be tackled and that our role as a funder should be about making sure they have the tools, knowledge, and resources they need to make positive and sustainable change, as defined by them.

For a bit of background to the sort of thinking which informs our work, this resource is a useful starting point: [http://grantcraft.org/wp-content/uploads/sites/2/2018/12/DecidingTogether\\_Final\\_20181002.pdf](http://grantcraft.org/wp-content/uploads/sites/2/2018/12/DecidingTogether_Final_20181002.pdf)

## **2. Overview of Role**

As BD Giving's sole Marketing & Events Officer, you will enhance our small team by leading the ongoing development and improvement of our online and offline marketing programme. The aim is to raise BD Giving's profile across the borough, promote participation in our ongoing local events and grant-making programmes, and increase engagement with the Barking and Dagenham business community.

This role will report directly to the Chief Executive but will span across the organisation and act as a communication hub for the rest of the team.

This is an exciting career building opportunity for a passionate individual to join an ambitious, innovative and growing organisation which aims to rethink conventional wisdom on philanthropy and increase social justice in London's fastest changing borough.

## **3. Main Responsibilities**

### **Marketing, publicity and communications**

- Work collaboratively with the Chief Executive and wider team to develop and deliver a marketing, events and communications strategy
- Coordinate the sharing of information about our work and community opportunities to a wide range of audiences, continually identifying new/additional marketing opportunities
- Produce inspiring copy and multi-format marketing materials that celebrate and showcase BD Giving's achievements in the community
- Manage the sharing of information via our social media platforms and assist as required with updates to our website and external publications
- Represent BD Giving by attending Barking and Dagenham based events, including networking meetings, volunteer fairs, and other community events
- Ensure effective and compliant marketing information management; including organising photography and other assets to be accessible for other staff to use for reports, general communications and fundraising purposes

### **Events**

- To liaise effectively with a wide range external organisations to coordinate regular celebratory events showcasing BD Giving's achievements
- Support the team to plan events for the year ahead - including Giving Week and Giving Tuesday - overseeing Events Calendar
- Manage small budgets associated with running events
- Coordinate event planning, including writing event plans, booking guests / speakers / teachers, venue/license applications and risk assessment.

### **Other**

- To attend Staff Meetings, and some Board Meetings.
- To be aware of and work to actively implement BD Giving's Policies, in particular Equal Opportunities and Health and Safety Policies.
- Any other duties as requested by the Chief Executive which are appropriate to the role and duties

## **4. Person Specification**

### **Essential**

- Excellent verbal/written communication skills & ability to convey key messages succinctly
- Passionate about promoting collaboration, inclusion, equality & diversity
- Experience in working with a wide range of people
- Experience of delivering marketing and publicity plans across multiple platforms
- Experience of events management, including in a team setting
- Experience of writing copy for professional audiences
- Ability to adapt language and tone for public and youth audience
- Strong instincts for compelling visual design, layout etc.
- Awareness of/commitment to accessible communications, incl. Web Accessibility guidelines
- Expert knowledge of a wide range social media platforms for marketing purposes.
- Excellent organisational and time management skills with the ability to prioritise effectively

### **Desirable**

- Training or qualification in marketing, media or PR fields
- Experience of building relationships with community groups
- Experience of using Wordpress and Mailerlite
- Working knowledge of IT programmes including MS Office and design software (Canva, Adobe Illustrator, Indesign, Photoshop,...)
- Experience in graphic and/or website design
- Experience of managing & maintaining visual brand integrity
- Experience of briefing & managing suppliers to deliver quality work to allocated time/budget
- Experience of delivering engaging marketing communications content with measured impact
- Interests in developing skills and knowledge in community engagement & social change
- Knowledge and understanding of relevant equal opportunities issues, particularly barriers to participation for certain sections of the community and how these might be addressed.

## **5. Find out more and/or apply**

Like the sound of the role but not sure if you have the right experience? We're always happy to have an informal chat. Please contact us at [hello@bdgiving.org.uk](mailto:hello@bdgiving.org.uk) and we'll arrange a phone conversation with you.

Once you're ready to apply please send your **CV and a covering letter of no more than one A4 side** to [geraud@bdgiving.org.uk](mailto:geraud@bdgiving.org.uk).

If invited to interview BD Giving will require all applicants to provide documentary evidence of their right to work in the United Kingdom. It is the organisation's policy, that all applicants comply with this request.

We are currently unable to accept applications from candidates who do not have the right to work in the United Kingdom.

**Closing Date: 3/10/2021**

We will be inviting candidates for interview as applications arrive, we therefore reserve the right to bring the closing date forward.

**At BD Giving, we believe that a diverse workforce leads to an organisation that is more innovative, more creative and gets better results.**

We want our workforce to represent the diversity of the people and communities we work with. We also want our workplace to be one where different experiences, expertise and perspectives are valued, and where everyone is encouraged to grow and develop.

This means that when we are recruiting, we actively seek to reach a diverse pool of candidates. It also means that we are happy to consider any reasonable adjustments that potential employees may need to in order to be successful.

We recognise the importance of a good balance between work and home life, so we do everything we can to accommodate flexible working, including working from home, compressed or part-time hours, job shares and other arrangements.

Please just let us know in your application or at any stage throughout the process (and beyond) if these are options you would like to explore.

