

Wimbledon Guild of Social Welfare

Job description

Job Title:	Marketing and Digital Executive
Reporting to:	Marketing and Communications Manager
Position in organisation:	The role sits within the Fundraising and Communications team
Based:	Wimbledon Guild, central Wimbledon
Salary:	£33,000
Hours:	Full time

Background

Wimbledon Guild is a community charity offering practical help and personal support, so that no one in Merton has to face life's challenges alone. Whether money's tight, someone is feeling low or overwhelmed, or they're looking for new friends and activities locally, we're always here.

Description of post

We're looking for someone to join our small, busy marketing team to manage the day-to-day implementation of Wimbledon Guild's marketing activities. As Marketing and Digital Executive, you will be responsible for all elements of brand design including print and digital graphic design, social media content, email marketing, photography and videography.

You will have excellent design and copywriting skills, with exceptional attention to detail. You'll have previous experience in creating high-quality and compelling print and digital content using both Canva and Adobe Creative Suite.

As Marketing and Digital Executive, you'll provide marketing support to different teams across the charity and will play a key role in delivering our fundraising events – both in advance and actively by helping on the day.

We're looking for someone who enjoys interacting with people from all different backgrounds. We want someone who can build rapport and trust easily, and who is a great storyteller, able to communicate the amazing stories from within Wimbledon Guild's community.

You will have experience of working in a similar marketing role and will be looking for the next step in your career.

With a hands-on, proactive and 'can-do' mindset the successful candidate will be an excellent communicator and a passionate brand ambassador for our charity.

What you'll get in return

In return, Wimbledon Guild offers a welcoming and supportive working environment with a range of benefits and opportunities for professional development.

Main duties and responsibilities

- Use Adobe Creative Cloud to design printed and digital communications materials
- Manage the day-to-day running of our social media channels, rolling out both organic and paid campaigns and responding to comments, as well as using analytics to refine content
- Provide marketing support to different departments within Wimbledon Guild
- Create strong relationships with others in Wimbledon Guild, and always have an ear open for a story
- Be the first point of contact for changes/additions to our website, using a simple content management system (CMS)
- Work with staff from other departments as well as our community and volunteers to coordinate photography and video content for social media and other channels
- Create written content for our website, social media, and newsletters
- Keep track of marketing collateral and manage stock levels
- Liaise with printers/agencies/3rd parties to make sure products are produced and delivered on time and error-free

This list of tasks is not exhaustive and will be reviewed from time to time in discussion with the post holder.

Knowledge, skill and experience required

Essential:

- Strong design skills and a solid understanding of using Adobe Creative Cloud – particularly Illustrator, Photoshop, InDesign and Adobe Premier Pro
- An interest in digital marketing and previous experience in this area
- Visually literate, with the ability to create high-quality content
- Making sure all marketing communications are mindful of diversity and inclusivity, and representative of the community we serve
- Experience of working in a marketing/communications role
- Experience of managing and writing content for a range of channels, including website, email, social media and printed materials
- Photography/videography skills
- Excellent command of the English language along with strong copywriting and proofreading skills, with a high level of attention to detail
- Excellent project and time management skills, with the ability to prioritise workload and conflicting requests from senior internal and external stakeholders
- Excellent interpersonal skills, with the ability to communicate effectively with a wide variety of clients and stakeholders
- Ability to work outside normal office hours occasionally for fundraising events

- Rigorous in making sure that deadlines are met
- Strong IT skills including Microsoft Office
- Commitment to the mission, vision and values of Wimbledon Guild

Desirable:

- Knowledge of Facebook Ads and Business Manager
- Knowledge of Google Ads
- Experience of using Mail Chimp
- Experience of using Hootsuite or similar social media scheduling tools
- Day-to-day knowledge of managing websites using a CMS
- Experience dealing with GDPR and its impact on data handling