



## **JOB DESCRIPTION**

<b>Title</b>	Marketing Manager
<b>Reporting to</b>	Head of Services
<b>Hours</b>	21 hours per week (Part time)
<b>Salary</b>	£31,815 pro rata
<b>Location</b>	121a Peckham High Street

Pecan is a highly respected and dynamic Christian charity. We have been working throughout Southwark for 30 years, helping people who face seemingly impassable barriers to find a way through, re-write their futures and flourish. Our strong staff and volunteer team work with the most vulnerable people to transform lives and communities. Our work is founded on our mission, vision and values, and we are committed to showing kindness, raising self-belief and inspiring hope for the future in the individuals we serve.

When working for Pecan, you can expect to become a valued member of a diverse and supportive team. In addition to a place in our 30-year legacy, you will receive a generous holiday allowance, pension contribution and life assurance cover. You can also expect regular team meetings and social opportunities, and a variety of other benefits.

### **Purpose of the Post:**

Through this role you will equip the organisation to engage with the wider public, clients and funders through coordinating messaging, communications through websites, social media and printed media. Through this you will assist the whole organisation in our commitment to showing kindness, raising self-belief and inspiring hope for the future in the individuals we serve.

## **Main Responsibilities**

### **Staff and Volunteers**

1. Line manage and appraise all project staff.
2. Work with the HR and Volunteer Administrator to recruit staff as appropriate.
3. Ensure that project staff and volunteers fulfil the highest safeguarding standards for their own and their clients' protection.
4. Ensure all project staff and clients have a healthy and safe working environment and that this is regularly reviewed.
5. Support the development of appropriate volunteering roles.

### **Marketing**

1. Maintain and develop the public presence of Pecan through the website, social media and printed material.
2. Stay up to date with current digital social media trends and implement them where appropriate.
3. Ensure there is clear and consistent branding across all Pecan digital and traditional media.
4. Coordinate the development of digital and traditional marketing materials for all projects.
5. Grow a photographic and film record of projects and activities.
6. To work with the Fundraising and Partnership Manager on fundraising campaigns
7. To provide designs and material in online and hard copy as needed for campaigns
8. To support the campaigning work of the Local Organising and Mobilisation Project

### **Communications**

1. Develop, manage, and review a communications strategy across Pecan.
2. Co-ordinate the social media output for Pecan and all projects, increasing presence, engagement and following.
3. Keep Pecan's website up to date and active.
4. Write monthly supporter e-newsletters.
5. Provide support and occasional training to other team members or projects on how to use social media.



### **Wider organisational responsibilities**

- Attend Pecan team meetings as and when required, including meetings where there may be a time of prayer and reflection.
- Read the core policies and adhere to all policies and procedures.
- Carry out other duties as agreed by the Chief Executive Officer.
- Undertake responsibilities associated with being a member of the Pecan team.
- Perform all the duties required by the post in line with Pecan's ethos and values statement, its commitment to a policy of equal opportunity and its aim of serving the community in a caring and practical manner.
- In agreement with your line manager, pursue a personal programme of learning and development to enhance your skills and performance.



## PERSON SPECIFICATION

This specification will form the short-listing criteria.

### **Knowledge, Skills and Experience (essential):**

- Website design/development/management skills and highly effective working with social media (e.g. Twitter, Infographics, Facebook, TikTok, YouTube, Vimeo).
- Experience of filming, recording, photography and editing content for website, social media and publicity purposes
- Experience of building a marketing brand
- Proven ability to write succinct, intelligent, and creative copy
- Ability to research, design and write publicity material
- Able to design material using tools such as Canva
- Ability to connect and network with a wide range of people through a broad variety of communication methods
- Advanced IT Skills including MS Office

### **Knowledge, Skills and Experience (desirable):**

- Experience of working in marketing or campaigning in the voluntary sector
- Degree level qualification in marketing, PR, fundraising and/or digital media
- Experience of e-tapestry CRM system
- Lived experience of issues faced by Pecan service users
- Experience of working with disadvantaged groups
- Broad experience of dealing with people from a range of backgrounds
- Experience of working with volunteers

### **Personal Qualities:**

- Commitment to the goals, ethos, values, and vision of Pecan, including a belief in the importance of all people of different backgrounds working together and respecting and valuing each other's contributions
- A strong passion for social justice
- A sense of humour
- Flexible and adaptable to different areas of work at short notice
- Flexible to work at different times and in different places, with the ability to organise work, take responsibility and work on own initiative
- Encouraging and resilient with a strong positive attitude
- Resourceful and imaginative, bringing creativity to the role
- Ability to review the effectiveness of your actions and learn from your mistakes

*Pecan is an equal opportunities and disability-friendly employer. We guarantee to offer an interview to those with a disability who meet the minimum criteria.*

*This post will require a DBS check to be undertaken. Having a criminal record will not necessarily disqualify you from acquiring the post.*