

Cornwall Community Foundation

Marketing Assistant



Post: Marketing Assistant

Salary: £17,500

Length of contract: Permanent

Hours: Five days (37.5 hours) a week

Located at: CCF office in Lawhitton, Launceston with some travel

Reports to: Development Director

Responsible for: Supporting the CCF's marketing activities

Job Purpose

The post is to provide support for the marketing activities and donor care for the Cornwall Community Foundation. This will include assisting with a wide range of outward-facing marketing and event activities.

Background

At the Cornwall Community Foundation, we believe that grass-roots community groups have the power to change lives for the better. We support inspiring volunteer-led projects across Cornwall and the Isles of Scilly that help people improve their lives. We are a grant-awarding charity and we manage over 60 'named funds'. We awarded £734,000 in grants in 2019 and have invested over £9m in the community since 2003. Donors trust our expertise to direct funds to areas and issues of greatest need, reaching vital projects that might otherwise not survive. During Covid-19 the CCF has distributed more than £800,000 to frontline organisations in Cornwall and the Isles of Scilly.

This is an exciting opportunity to play a vital role in the activities that enable us to raise funds for community groups across Cornwall. The successful applicant will be working closely with the Development Director to increase awareness of CCF through events, press, social and web media.

This post is ideally suited to a person seeking to gain first stage marketing experience or change direction into a marketing role. Qualifications or experience in marketing or sales are desirable but not essential. Excellent written and verbal communication skills are essential. A good level of IT, digital and social media literacy is also required.

The suitable candidate will undertake a wide variety of duties and must have the ability to work to tight deadlines. You must be capable of showing initiative, have good organisational skills and be comfortable dealing with a wide range of people.

Job Description

A primary focus of our Marketing Plan is to increase the breadth and depth of our storytelling. This will underpin many of the job activities:

- Writing content for and maintaining our website

- Developing content for social media – Facebook, Twitter, Instagram and YouTube
- Writing news releases and case studies
- Write and arrange content for the Donors' and Grants Newsletters

Other responsibilities include:

- Assist with donor care administration
- Contributing to event planning and online booking management
- Designing booking forms for events
- Marketing our membership programmes – Friends, Business Club, Cornwall Women's Fund, Cornwall Club and Second Homeowners Scheme
- Occasional attendance at events
- General marketing support
- There may be other ad-hoc duties assigned from time to time.

Person specification

Essential:

1. Good organisation skills
2. A high level of general written and spoken communication skills
3. Excellent computer and IT skills, with experience of social media
4. The ability to work flexibly and creatively in a fast-changing environment
5. An ability to work under pressure and against deadlines

Desirable

6. Experience or qualifications in a marketing or sales environment
7. Experience of finding and researching information
8. Knowledge of database management
9. Evidence of being a team player
10. Understanding of the voluntary and community sector in Cornwall

The key personal characteristics we seek are adaptability, enthusiasm and excellent communication skills.

To apply

To apply for this post please forward your CV and covering letter to Tamas Haydu CEO tamas.haydu@cornwallfoundation.com