



Marketing Officer Application Pack

(maternity cover – fixed term contract)

About Cornwall Community Foundation

Behind the holiday playground you see in photographs, Cornwall is the poorest county in England, with many disadvantaged and isolated communities, extreme child poverty, youth unemployment and associated mental health issues. These needs are often unseen but are very real.

At the Cornwall Community Foundation, we believe in a positive Cornish life for all, free from poverty and social isolation. Our aim is to change people's lives for the better by helping local communities. We want Cornwall & the Isles of Scilly to be a great place to live for everyone - a place where people work together to address disadvantage. Donors trust our expertise to direct funds to those grassroot organisations and initiatives which will make a big difference to the lives of those in genuine need, reaching vital projects that might not otherwise survive. Since 2003 we have grant awarded more than £19 million to over 6,000 community projects. In 2023 we grant awarded close to £3 million.

We manage charitable funds on behalf of local individuals, families, companies and public agencies. Many of our funds are invested in endowment, which is currently valued at £10 million. We also manage flowthrough or non-invested funds including for the Duke Of Cornwall's Benevolent Fund, the Police and Crime Commissioner for Devon & Cornwall and Cornwall Council. Our friendly and committed [Team](#) of 12 is based in Launceston when they are not working from home. We have an active and engaged Board of [Trustees](#) who meet four times a year and several committees who meet throughout the year.

Job Purpose

This is an exciting opportunity to play a vital role in the activities that enable us to raise funds for community groups across Cornwall. A primary focus of our Marketing Plan is to increase the breadth and depth of our storytelling. The successful applicant will be working to increase awareness of the CCF through events, press, social and web media. As Marketing Officer you will be responsible for preparing marketing and PR materials, including news releases, case studies, newsletters and social media posts. The suitable

candidate will undertake a wide variety of duties and must have the ability to work to tight deadlines.

Marketing Officer

Post: Marketing Officer (maternity cover)
Reporting to: Development Director
Salary: £24,500 – £26,775 FTE per annum depending on experience
Length of contract: 14 months fixed term contract
Hours: 3 to 5 days a week
Located at: Based in Cornwall and able to attend the CCF office in Lawhitton, Launceston at least two days a week.

Job Description

The responsibilities of the Marketing Officer are as follows:

1. Oversee implementation of the strategy and implementation of annual calendar of activities;
2. Planning, preparing and managing the publication and distribution of publicity materials;
3. Marketing budget oversight;
4. Writing, editing and proofreading marketing material for use in different channels;
5. Writing news releases and case studies, and communicate with the media;
6. Preparing content for and maintaining our website, including management of our online donation/membership forms;
7. Writing and arranging content for the Donor and Grant Newsletters;
8. Developing and publishing content for social media – Facebook, Twitter, Instagram and YouTube;
9. Contributing to event planning and online booking management;
10. Occasional attendance at events;
11. Marketing our membership programmes – Friends, Business Club, Cornwall Women’s Fund and Cornwall Club;
12. Monitor news and social media activities and produce reports as required;
13. Assist with donor care administration;
14. There may be other ad-hoc duties assigned from time to time.

Person specification

Essential

1. A high level of general written and spoken communication skills;
2. Experience or qualifications in a marketing or sales environment;
3. Experience of social media platforms and content generation;
4. Excellent computer and IT skills;
5. The ability to work flexibly and creatively in a fast-changing environment;
6. An ability to work under pressure and against deadlines;
7. To be able to work as part of a small team and to be able to make your own decisions;
8. A clean UK driving license and access to a car.

Desirable

1. Knowledge of database management;
2. Understanding of the voluntary and community sector in Cornwall.

To apply

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

(Incomplete applications will not be considered.)

Deadline

4th March 2024

Professional and personal references will be required prior to appointment. Proof of right to work in the UK will be required.