

## Job Description

**Job Title:** Marketing and Events Coordinator –Part Time

**Salary:** Starting at NJC Scale 28 - £28,435 p.a. pro rata (£17,061 for 3 days per week) including London Weighting + pension @ 3.5%

**Line Manager:** Finance and Communications Manager

**Hours of work:** 3 days (21hrs) per week. Occasional evening and weekend working will be expected in line with the nature of the job, for which TOIL can be taken. Flexi time an option.

**Location** Based at BOST Ecohouse offices at 9 Ayers Street, London SE1 1ES

**Annual leave entitlement:** 5 weeks plus bank holidays pro rata

**Probation period:** 6 months

## Background to post

Bankside Open Spaces Trust is a registered charity, working to bring people together to develop, create and manage inspiring green places in London Bankside. BOST's work is focused around the twin aims of creating a high quality open-space network and a vibrant healthy community by managing local parks and facilitating community involvement. The charity's mission is to:

- **Champion open spaces by working with our partners**
- **Contribute to the health and wellbeing of our local communities**
- **Deliver and manage outstanding spaces**

## Job Purpose

To deliver BOST's marketing and publicity across a number of platforms and networks in order to raise public profile, improve external communications and help to monetise assets. This includes overseeing park hires, and managing BOST events.

## Task and Responsibilities

### **Marketing, publicity and information**

- To coordinate marketing in order to share information about the work we do and identify new marketing opportunities.
- To design marketing materials to promote BOST and its programmes.
- To disseminate marketing materials, both print & digital, to a wide range of audiences.
- Writing copy to promote our projects in partnership with staff and volunteers.
- Updating website and social media platforms.
- To collaborate with staff to create a regular email newsletter.
- To liaise with press to gain publicity for BOST's projects.
- To work with the Finance & Communications Manager to develop and deliver a marketing, events and communications strategy.
- To represent BOST, attending events such as networking meetings, volunteer fairs and community events to promote our activities.
- Record keeping including: Maintaining a database of relevant contacts; uploading and organising images; organising monitoring records; and using such records to extract information to be shared with other staff and externally, for reports, general communications and fundraising purposes.

## **Events**

- To actively market BOST sites in order to generate income from hires
- To liaise with outside organisations to run events in partnership with BOST and to manage bookings of our venues for commercial hire.
- To plan, manage and deliver key BOST community events with project staff for a wide range of audiences, to drive up participation and engagement.
- To coordinate event planning, including writing event plans, booking entertainment, licence applications and risk assessment.
- To work with the Finance & Communication manager to plan events for the year ahead and oversee the Events Calendar as a tool for planning internally and promoting our work externally.
- To manage small budgets associated with running events

## **Other**

- To occasionally lead individual volunteers supporting BOST projects.
- To attend Staff Meetings and occasionally assist other staff with volunteer gardening workdays and events and receive reciprocal assistance.
- Contribute to income generation with small trading initiatives and small grants applications. Work with the line manager on development and promotion of our venue hire.
- To be aware of and work to actively implement BOST's Policies, in particular Equal Opportunities and Health and Safety Policies.
- Any other duties as requested by the Line Manager appropriate to the job.

## **Person Specification**

### **Essential**

1. Excellent verbal and written communication skills, with the ability to transmit key messages quickly and clearly.
2. Previous experience of delivering marketing and publicity plans across a number of platforms.
3. Previous experience of events management working with a wide range of people.
4. Excellent customer service skills.
5. Ability to negotiate successfully with potential hirers
6. Experience of developing and maintaining relationships with local community groups, partner organisation, businesses and other stakeholders.
7. Experience of writing copy for websites, newsletters and press.
8. Expert knowledge of a wide range social media platforms for marketing purposes.
9. Good working knowledge of standard IT programmes including MS Office, photo editing and graphic design packages.
10. Excellent organisational and time management skills with the ability to prioritise and work to a plan.

### **Desirable**

1. Experience of working as part of a voluntary organisation.
2. Experience of working with corporate organisations.
3. Training or qualification in graphic and/or website design.
4. Training or qualification in marketing, media or PR.
5. Experience of making funding applications.
6. Ability to manage small budgets.

7. Interest in community activism and gardening.
8. Knowledge and understanding of relevant equal opportunities issues, particularly barriers to participation for certain sections of the community and how these might be addressed.

### **How to Apply**

To apply please send the following to [info@bost.org.uk](mailto:info@bost.org.uk):

1. Your CV, covering work and education and any gaps – no more than two A4 pages please.
2. A supporting statement – two A4 pages maximum - **demonstrating how your experience covers the list of Essential and Desirable criteria in the person specification above.**  
It would be very helpful if you would set this statement out using sub headings under which you explain how you meet each criteria.
3. Details of referees (we will not contact these before interview)
4. Any further relevant details or evidence

**Deadline: 9am Monday 14<sup>th</sup> May 2018.**

If you are successful in getting through to the interview stage we will be in touch on Wednesday 16<sup>th</sup> May, with **interviews scheduled for w/c 21st May.**