



## Marketing Executive

### Role Description and Person Specification

Thank you for your interest in working at Citizens Advice West Suffolk. This job pack should give you everything you need to know to apply for this role. If you would like any further information, please contact [finance@swcab.org.uk](mailto:finance@swcab.org.uk)

**Closing date:** 12 noon Monday 31<sup>st</sup> July 2023

**Interviews:** Tuesday 8<sup>th</sup> August 2023

**Start date:** ASAP

Application forms can be obtained from the website <https://suffolkwestcab.org.uk/job-vacancies/> or by emailing [finance@swcab.org.uk](mailto:finance@swcab.org.uk). Applications must be submitted by email and no CVs will be accepted.

### Citizens Advice West Suffolk

Citizens Advice West Suffolk provides free, independent, confidential and impartial advice and information to everyone on their rights and responsibilities. We value diversity, promote equality and challenge discrimination.

Our involvement in the local community and the provision of accessible advice for local people are important to us.

Whilst we are part of national Citizens Advice, Citizens Advice West Suffolk is an independent charity and company limited by guarantee.

### The Role

**Context of role:** The role will be based in our offices in Bury St Edmunds, but they may need to work from one of our other offices. You will report to the Chief Executive Officer.

**Role Purpose:** The successful candidate will be responsible for raising awareness of the work of our charity with all stakeholders including clients, partners, and funders. They will use a combination of media including press, social media, talks and presentation. You will be creative and innovative in your thinking, have experience in marketing, campaigning and/or social media content creation.

## **Terms and conditions**

**Hours:** 14 a week.

**Salary:** £8,972 per annum actual.

**Employment Status:** Permanent.

**Base:** Based in Bury St Edmunds with some flexibility to work from home and other CAWS offices in West Suffolk.

**Pension:** Eligible employees will be enrolled into the workplace pension scheme with NEST - 3% employer and 5% employee contribution.

**Contractual Sick Pay to include SSP:** 4 weeks full pay and 4 weeks half pay on a rolling 12-month basis, after completion of the 6-month probation period.

**Annual Leave:** 5.6 weeks per annum to include bank holidays.

## **Job Description**

### **Key work areas and tasks:**

- Create and execute the marketing plan using a combination of press, radio, social media, and events.
- Write and post compelling content through our website and social media channels.
- Plan, organise and attend events to raise awareness of the work of the LCA.
- Prepare press releases and content for local magazines and newspapers.
- Prepare newsletters for both internal and external use.
- Maintain a database of key stakeholders.
- Prepare reports on key service delivery statistics (full training provided)
- Raise awareness of both local and national research and campaigning initiatives.
- Identify new ways to raise awareness of our work.

### **Professional development**

- Prepare for and attend supervision sessions and team meetings.
- Assist with service initiatives for the improvement and promotion of services.

### **Other duties and responsibilities**

- Promote the aims, policies, and membership requirements of the Citizens Advice service.
- Carry out any other tasks that may be within the scope of the post to ensure the effective delivery and development of the service.
- Abide by health and safety guidelines and share responsibility for own safety and that of colleagues.
- Maintain safeguarding procedures in accordance with Citizens Advice guidelines.
- Comply with Data Protection legislation and report any issues to the Advice Service's Manager.
- Work cooperatively with colleagues and encourage good teamwork, clear lines of communication and common practices within the LCA team.
- Use skills and competencies to promote the organisation and foster good relationships with external organisations.

## **Person specification**

### **Essential**

1. A willingness to commit to, and work within, the aims, principles, and policies of the Citizens Advice service.
2. Familiarity with Social media technologies
3. Ability to communicate effectively verbally with experience of delivering presentations both face to face and virtually.
4. Experience of producing marketing materials and writing presentations.
5. Ability to prioritise tasks, to identify and work to deadlines and to manage time effectively under own initiative.
6. Ability to earn and maintain the trust of those people with whom Citizens Advice deals.

### **Desirable**

7. Access to a car to travel across West Suffolk.