



## Job Description

# Marketing Assistant

- Post Title:** Marketing Assistant
- Reports to:** Director of Marketing and Communications
- Location:** The HFHGB office in Slough
- Background:** The vision of Habitat for Humanity is a world where everyone has a safe and decent place to live. Habitat for Humanity Great Britain (HFHGB) [www.habitatforhumanity.org.uk](http://www.habitatforhumanity.org.uk) is part of the international Habitat for Humanity network that strives to eliminate poverty housing from the face of the earth, ensuring that every child and every human being has a safe, healthy and decent place to lay down their head at night. Habitat for humanity has a range of interventions to achieve this goal; housing microfinance for repairs, additions and renovations, advocacy especially for secure land tenure and housing rights, 100% subsidised housing for orphans and vulnerable groups, disaster response, water and sanitation....
- Job summary:** Our vision is enormous. We are looking for someone with enthusiasm, drive and motivation to achieve growth direct marketing and brand awareness. You will be the linchpin of the marketing department with overall responsibility for the smooth running of our integrated marketing activity calendar. As part of this, you will ensure that all deadlines are met and that the charity's communications flow smoothly across all channels: PR, social media, events, direct mail and digital marketing.
- Flexibility:** Habitat for Humanity Great Britain is a small charity that is seeking to rapidly expand its activities and impact to fight poverty across the world. This means that the organisation must be adaptable and have an ambitious, dynamic and flexible staff team. It is a requirement of the post holder to be flexible in terms of location (within reason), line management, and duties and responsibilities. Your statutory rights are not impinged by this flexibility clause.
- Purpose:** To fight poverty by raising funds through marketing and communications activities. In doing so to enable everyone to have a safe and decent place to live by helping to establish HFH as a top 100 charity over the next 5 years, focussed on the international need.

## Main Duties and Responsibilities

- Website maintenance using the Blackbaud Product “Net Community” which integrates the website to CRM system;
- Manage the programme of Google Ads;
- Copywriting for newsletters and other promotional material;
- Manage HAL - our cloud based system for managing and storing communication materials (stories, photographs, videos etc);
- Ensure that the Marketing and PR Processes Manuel is kept up to date;
- Track agencies, (printers, copy writers, designers and photographers) using the Purchase Order Tracking table and ensure the production of promotional material on time and budget;
- Update social media sites – twitter, facebook, g+, YouTube etc;
- Undertake internal research for images and stories from the field and internal resources for campaigns liaising with the HFH international network as required; and
- Outward-facing research for press and media opportunities leading to press coverage and angles on stories to generate income.

### Other

- Assist at and attend events in a variety of contexts (some weekend and evening work is expected).

## **Candidate requirements**

The successful candidate will meet the following requirements with regards to; skills, knowledge and personal attributes:

### **Skills, knowledge and experience**

#### **Essential:**

- Educated to degree level, preferably with a degree in marketing or business studies.
- Proven success in communications planning and delivery as an intern or marketing assistant.
- Delivering projects on time.
- Working to deadlines under pressure.
- Good time management skills - ability to plan and manage a varied workload.
- Excellent administration and organisational skills.
- Excellent analytical skills.
- Solid IT skills in a number of applications: Word, email, Excel, the use of CRM systems and Adobe Photoshop.
- Understanding of and personal engagement in new media.
- The ability to write engaging copy.
- Experience of up-dating a self-managed website.
- Experience of running social media platforms and tools.
- Experience of representation on show or exhibition stand.
- Experience of dealing with the press.
- Excellent phone manner.
- Photo journalism skills/interest.
- Demonstration of team working skills needed to work collaboratively with others.
- Interpersonal skills to develop relationships internally and externally.

#### **Preferred**

- Experience of charity fundraising.

#### **Personal attributes:**

- Strong commitment to the mission and values of HFHGB.
- Strives for excellence
- Makes connections - proactively seeks out new knowledge sources (people and data) and uses and shares this effectively.
- Enthusiastic, dynamic and energetic, you will be the type of person that sees solutions not problems and opportunities not obstacles.