

Habitat for Humanity Great Britain

Job Description	Responsible to:	Communications Director
Marketing Assistant	Responsible for:	
Date created/amended:	19 Nov 2013	
Location:	Slough	
Purpose:	To fight poverty by raising funds to enable everyone to have a safe and decent place to live through providing day-to-day support to the marketing team at Habitat for Humanity GB	
Job Summary:	To provide day-to-day support to the Communications Director and the marketing team: PR and Social Media Manager, Direct Marketing and Digital Manager, Events Manager, and Communications Director.	
Flexibility:	Habitat for Humanity Great Britain is a small organisation that is seeking to grow in order to maximise its contribution to its vision and mission. This inevitably means that the organisation must adapt to be successful. For the charity to be adaptable, we also need a flexible staff. 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.	

Responsibilities:	Competencies:	Skills, knowledge and experience required:
<p>Working on budget and on time, you will be the linchpin of the marketing department. We have an exciting new plan. Working closely with the Communications Director and the Fundraising Director, you will have 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. This will ensure all deadlines are reached by liaising and chasing the marketing team:</p> <ul style="list-style-type: none"> • internally with marketing, fundraising and programmes and • externally with agencies, printers, copy writers, designers and photographers to ensure the production of promotional material <p>Also, reporting directly to the Communications Director, you will undertake the following duties:</p> <ul style="list-style-type: none"> • Organise meetings. • Monitor competitor activity. • Conduct market research. • Circulate appeal summaries to all senior management and agencies. • Keep an archive of all marketing materials (PR, advertising, direct mail, event 	<ul style="list-style-type: none"> • Working together – proactively enables and encourages team work in others. • Communicating and influencing. • Striving for excellence. • Managing knowledge: proactively seeks out new knowledge sources (people and data) and uses and shares this effectively. • Managing own workload. 	<ul style="list-style-type: none"> • Essential: • Educated to degree level, preferably with a degree in marketing or business studies. • Strong commitment to the mission and values of HFHGB. • Preferable experience: • Experience of charity fundraising. • 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. • Excellent administration and organisational skills. • Ability to plan and manage a varied workload. • Excellent analytical skills. • Solid IT skills in a number of applications: Word, email, Excel and use of CRM systems and Adobe Photoshop.

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<p>materials, etc).</p> <ul style="list-style-type: none"> • Manage the Communications Director’s Diary. • Undertake internal research for images and stories from the field and internal resources for campaigns. • Outward-facing research for press and media opportunities leading to press coverage and angles on stories to generate income. • Provide backup on social media. • Write copy as and when required. <p>Events</p> <ul style="list-style-type: none"> • Assist at and attend events in a variety of contexts (some weekend and evening work is expected) <p>Digital marketing</p> <ul style="list-style-type: none"> • Up-date self-managed website when required. 		<ul style="list-style-type: none"> • Demonstration of team working skills needed to work collaboratively with others. • Interpersonal skills to develop relationships internally and externally. • 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.
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