

JOB DESCRIPTION

Job Title: #TeamHerts Volunteering (#THV) and The Living Room (TLR) Marketing Officer

Contract: 1-year fixed term contract

Salary: £19,674 per annum pro rata

	#TeamHerts Volunteering	The Living Room
Hours:	21 hours per week	14 hours per week
Location:	Remote/ Hitchin with occasional travel across Hertfordshire	Remote/ Stevenage with occasional travel to TLR hubs and other locations for meetings and training, as agreed.
Line manager:	Project Manager - #TeamHerts Volunteering	Fundraising and Marketing Manager
Line management resp:	N/A	Volunteer

Application Process

To apply for the role of Marketing Officer at #TeamHerts Volunteering and The Living Room, please email katiestaddon@thvolunteering.org.uk with a copy of your CV along with a covering letter making reference to our job description and person specification below which describes why you believe you are suitable for the role.

Application deadline: 11.59pm Sunday 10 April

Shortlisting: Monday 11 April

Interviews: Wednesday 13 & Thursday 14 April

About North Herts and Stevenage CVS:

North Herts and Stevenage Centre for Voluntary Service (NHCVS) are seeking a new enthusiastic and creative team member to join our successful #TeamHerts Volunteering project.

#TeamHertsVolunteering is a one-stop-hub for volunteer enquiries across Hertfordshire. We help residents to find their ideal volunteering role as well as supporting charities and not-for-profit groups to recruit volunteers. We provide advice, support, and guidance to many organisations across the county.

NHCVS is committed to creating a workplace where our people can thrive. We value equality of opportunity at all levels and welcome applications which reflect the diverse communities that we are part of. We offer a genuine flexible working arrangement with a hybrid home/ office-based approach.

Despite being a small charity, we continue to evolve and strive for excellence and continuous improvement in order to meet current challenges.

None of this can be achieved without our people – our staff, our volunteers, our members, our beneficiaries, and our partners. To find out more about NHCVS and the projects that we run, click [HERE](#).

About The Living Room:

The Living Room is a registered charity with the aim of our organisation is to break the family cycle of addiction (both substance and behavioural addictions). Our vision is a future where people living with the illness of addiction are able to live their lives free from an addiction to drugs, alcohol or behaviours, becoming positive contributing citizens in society. Read more about our approach [HERE](#).

About the role with #TeamHerts Volunteering:

It is an incredibly exciting time to join #TeamHerts Volunteering as we recently launched our brand-new website 'GoVolHerts' which makes it easier than ever to volunteer in Hertfordshire. This is a rare opportunity providing you with freedom to develop marketing campaigns for this innovative new platform which will benefit our local communities. This role is a chance to make a lasting impact and build on the legacy of volunteering in Hertfordshire that was created due to the pandemic. You will take ownership of creating a marketing strategy with the aim of promoting and celebrating volunteering across the county. The ideal candidate will be experienced in creating engaging content across a range of platforms.

- Create and implement a marketing strategy for #THV
- Oversee the #THV website ensuring it is up-to-date, informative, and accessible
- Develop and schedule social media posts across all platforms (Facebook, Twitter, Instagram and LinkedIn), ensuring content is high-quality, inspiring and showcases the depth of our impact
- Work with the Project Manager to build on the reputation/ branding of the project and ensure there is a consistent brand message across all our posts
- Manage the development of marketing materials to support events by creating print adverts, email, website, and social media marketing to ensure maximum exposure
- Collate content for a quarterly e-newsletter using Mailchimp
- Produce reporting data on social media / website engagement and review Google analytics regularly
- Keep up with latest digital marketing trends and techniques, liaising with similar charities and organisations to employ the best practice

About the role at The Living Room:

This exciting role will give you the opportunity to gain experience in many of the key aspects of non-profit fundraising and marketing work, all while being supported by an encouraging and enthusiastic team. You will learn how to successfully manage a variety of projects, from social media awareness campaigns to our monthly newsletter.

- **Social Media** - You will be creating engaging and interesting content for our supporters and potential clients. You will be able to use your creativity to produce effective marketing campaigns, creating your own graphics and being innovative with new content ideas.
- **Copy Writing** - You will develop your written communication and marketing skills by writing copy for our social media, newsletter and website. You'll be learning how to write effectively for a charity to engage potential supporters and stakeholders.
- **Building a Community** - Our supporters are at the heart of what we do. A key part of your role will be finding new ways to work with them to build on our community of volunteers and others passionate about The Living Room. You will be using our CRM to manage new supporters and analyse data to create the most effective campaigns.

A full job description is available. Email: CeriseJ@livingroomherts.org for more information about the 14 hours you will be working for The Living Room.

General expectations

- Contribute to the efficient running of NHCVS offices
- Attend regular NHCVS team meetings
- Undertake training and development as agreed with the line manager
- Support good working relations within NHCVS and with external stakeholders
- Any other additional tasks as required by the line manager
- Be responsible for your own health and safety at work and for the health and safety of colleagues and visitors.
- Demonstrate the organisations values through working practices
- Undertake from time to time such other tasks as may be required in connection with the post.
- Be willing to take annual leave at times which fit with the requirements of the role.

Specific to TLR: Overtime may be paid for this post and time off in lieu (TOIL) may be awarded when agreed (in advance, with the CEO or External Relations Director), in line with the organisation's policy on TOIL.

What the employers can offer you:

- A friendly and supportive working environment
- Flexible working
- Hybrid working
- A social and wellbeing committee to support employees (*Specific to #TeamHerts Volunteering*)

PERSON SPECIFICATION: You must demonstrate and maintain the following knowledge, skills and attributes.

Knowledge & Experience

Essential	Desirable
At least 2 years' experience in marketing	Degree or professional qualification in marketing.
Experience of developing and delivering successful marketing and campaign strategies (especially digitally).	An understanding of content creation tools such as Canva or a willingness to learn. Specific to The Living Room – understanding of eTapestry.
Experience of writing effective content for use across a full range of media channels.	
Experience of devising measurement strategies for marketing activities.	
	An understanding of the voluntary and community sector in Hertfordshire.

Skills

Essential	Desirable
Excellent verbal and written communication.	
Ability to problem solve and re-prioritise plans and activities to take advantage of opportunities that fit within the campaign's strategy.	
The ability to work to deadlines and manage competing priorities effectively.	
A high level of competency in ICT.	A good level of understanding of Office 365, Outlook, Google Analytics, Mailchimp and scheduling tools such as Later or Hootsuite.
Competent and confident at uploading content to a wide range of social media channels including Twitter, Facebook, Instagram.	An understanding of digital trends.

Attributes

Essential	Desirable
A team player capable of contributing to, and working within, a dynamic, proactive team.	
Passionate about openness, accountability, quality assurance and continuous improvement.	Good eye for detail, future trends and the ability to measure effectiveness through analytics and insights.
Experience of maintaining good relationships with colleagues and a wide range of external stakeholders.	
Passionate about learning and personal development.	
Clean, driving licence and access to a car.	
Able to work occasional weekday evenings.	