

JOB DESCRIPTION

JOB TITLE:	MARKETING OFFICER
HOURS:	24 HOURS (3 DAYS PER WEEK)
SALARY:	£17,389-£22,812 (PRO RATA)
LINE MANAGER:	MARKETING & PR MANAGER
PURPOSE OF JOB:	To assist the Marketing Manager in delivering all aspects of Creative Youth Network's marketing & communications strategies.

JOB OVERVIEW:

Creative Youth Network is looking for an enthusiastic and efficient Marketing Officer who can provide support and creativity in delivering its marketing strategy for both the Kingswood Estate and The Station. The Marketing Officer will work alongside the Marketing Manager but will need to be able to manage and prioritise their workload in a busy and fast moving environment effectively. This is a new role for the organisation.

SCOPE:

- To lead on individual marketing campaigns that support the CYN marketing strategy.
- To work with the Marketing Manager, Projects & Estates to ensure the department marketing plans are on target.
- To help develop and maintain the new CYN database making sure the information is collated and imputed correctly.
- To help ensure the implementation of the online & social media strategy.
- To identify and provide key marketing collateral to CYN staff for external meetings & events.
- To promote CYN artistic work and other events through relevant networks and agencies.
- To ensure the CYN brand family is used correctly both internally and externally.

ACCOUNTABILITIES:

- To the Marketing & PR Manager and Senior Management Team.

GENERAL:

- The postholder may undertake further tasks as requested by the Marketing & PR Manager and the Senior Management Team.
- The postholder may be expected to work occasionally out of 'normal' office working hours.
- The postholder will have to respond to new opportunities and develop new ways of working where appropriate.

TERMS & CONDITIONS

- The role will be based at the Kingswood Estate.
- The 24 hours can be worked flexibly over the week.
- The postholder will adhere to all CYN work and equal opportunities policies.
- The postholder will need to be CRB checked.
- 25 days of holiday per year excluding 8 bank holidays pro rata.
- Probationary period of 1 year.

PERSON SPECIFICATION:

ESSENTIAL:

- A minimum of 2 years experience in marketing environment.
- Excellent communication skills both written & verbal.
- Proven track record of meeting targets and deadlines.
- Excellent eye for detail with experience in proof reading copy.
- Experience in managing individual campaign budgets.
- Good understanding the different vehicles used to get a 'message' out to different target audiences.
- Proven record of identifying market trends & opportunities.
- An excellent understanding of different social media platforms.
- Excellent IT skills including using MS Office and database packages.
- Excellent team player.

DESIRABLE:

- Marketing qualification.
- Experience in creating marketing materials (flyers, posters, newsletters etc)
- Experienced in design software like Photoshop or In Design.
- Press & PR experience.
- Knowledge of working with a brand or developing a brand.
- Knowledge of a website content management system.
- Knowledge of the Bristol area and relevant networks.
- Understanding of different box office/database packages.
- Working in the youth, charity or arts sector.

