

Marketing Officer

ABOUT US

Grief Encounter (GE) was set up in December 2003 to ensure that bereaved children, young people and their families receive the best possible support following the death of a significant other. We deliver both local and national bereavement services and have quickly grown to become one of the UK's leading bereavement charities.

ABOUT THE ROLE

Job title: Marketing Officer

Salary: £27-32k (FTE), dependent on experience

Contracted hours: Part-time

Reporting to: Head of Marketing

Based in Mill Hill, NW7, the Marketing Officer will be responsible for helping to execute GE's marketing strategy while supporting the ongoing development of the brand. The post will be part of a small marketing and communications team which delivers both offline and online marketing activity to a range of audiences, including supporters, clients, volunteers, ambassadors, media and staff.

A summary of the role includes, but is not limited to:

- Ongoing development and updates to the website, ensuring that all current campaigns and events are promoted with maximum impact and our clinical services are easily accessible.
- Roll out of the e-marketing communications plan via Mailchimp to key audiences.
- End-to-end delivery of specific fundraising events and campaigns.
- Management of the internal monthly newsletter.
- PR support, ensuring media lists are kept up to date and establishing relationships with local press.
- Sourcing of content and regular analytic reports for social media to maximise performance.
- Overseeing all promotional items including design, production and delivery.

ABOUT YOU

To be considered for the role of Marketing Officer, you will need:

- 3+ years in marketing, preferably with charity experience.
- natural empathy to the work we do.
- to maintain the highest degree of confidentiality regarding all aspects of work at all times.
- to have excellent written, verbal communication and data skills.
- to be able to work quickly and accurately whilst paying strong attention to detail.
- to have a proven track record of creating and implementing a wide range of offline and digital marketing plans working with small budgets.
-

MAIN DUTIES & RESPONSIBILITIES

- Supporting the development and delivery of the marketing strategy to develop the GE brand, raise awareness of the charity, deliver insights and drive voluntary income from donors.
- Brand guardianship including management of the brand toolkit and use of templates, oversight on logo usage and ensuring the brand is consistent across all channels.
- Support Head of Marketing with end-to-end marketing campaigns that increase fundraising income and recruit new supporters. Ensure all marketing activity is based on audience insights, is thoroughly evaluated and findings are communicated effectively to relevant stakeholders.
- Evaluating and refining current donor outreach communications – looking at how GE maintains relationships with donors, specifically what type of materials and information donors should be receiving and how regularly, and managing distribution of regular Mailchimp eshots.
- Ongoing development of the website, ensuring that both donor-related activity and our clinical services are clear, easily accessible and there is a smooth and continuous online customer journey.
- Support the Clinical services team in the design and production of GE professional resources, such as the grief relief kits, to ensure they are on brand and can also potentially be used as a commercial product.

- Market the Good Grief training packages in line with the clinical team, making sure all relevant content reflects the aims and outcomes of the programme.
- Market the GriefTalk helpline in line with the clinical team, making sure all relevant content reflects the aims and outcomes of the programme.
- End-to-end delivery of specific fundraising events, including briefing stage, design of creative concepts and production of final assets.
- Oversee the delivery and evaluation of the internal newsletter.
- Monitoring and overseeing the team's budget and resources to achieve agreed objectives.
- Evaluation and accountability - report quarterly with statistics and analytics on the performance of all marketing and communication campaigns.