



MARKETING OFFICER

JOB DESCRIPTION

THE EMPLOYER: Cumbria Action for Sustainability (CAfS)

LOCATION: Contractually based at our office, Eden Rural Foyer, Old London Road, Penrith, CA11 8ET, however home working can be agreed.

REPORTS TO: Marketing manager

HOURS: 30 hrs a week, with flexibility to be worked across 4 or 5 days, and option for compressed hours.

SALARY RANGE: £21,000-27,000 per year full-time equivalent. Starting salary dependent on skills and experience.

DURATION: Start from 1 October 2022. Fixed-term contract to 31 March 2024 (with potential extension subject to funding).

RIGHT TO WORK: You must have a legal right to work in the UK.

APPLICATIONS: Apply with a completed application cover form and your cv (to include details of your education, qualifications, training, roles, responsibilities and referees). Please apply as soon as possible. Interviews will be arranged for suitable candidates on an ongoing basis. Recruitment will be closed when a candidate has been appointed.

ABOUT CAfS:

CAfS is an award-winning charity and the leading organisation providing inspiration, advice, and support for action on climate change in Cumbria.

Our vision is a zero carbon Cumbria that is socially, environmentally, and economically beneficial for all.

Our mission is to achieve net zero by 2037 or sooner by promoting and facilitating low carbon living and its benefits – inspiring and supporting individuals, communities, and organisations across Cumbria and beyond to decarbonise lives and businesses. We provide practical support for the development of low carbon plans and policies for places, communities,

businesses, local authorities, other organisations, and individuals. We inspire behaviour change and seek to deliver sustained shifts from high to low carbon emissions through enabling new social norms and influencing key policies, strategies, and funding streams.

CAfS MARKETING AND COMMUNICATIONS

This is a fantastic opportunity to join a thriving and flexible organisation that plays a crucial role in helping Cumbria do its bit to tackle the climate crisis.

CAfS' growth over the last two years has been phenomenal – we have doubled in size in response to the ever-increasing demand for action on climate change. We are currently running around 30 projects, the majority of which involve external marketing and communications work. A key strand of our work is supporting the Zero Carbon Cumbria Partnership, which involves 80+ organisations and aims to inspire significant momentum towards net zero carbon throughout Cumbria.

We're looking for an experienced marketing officer who is highly motivated to help achieve a zero carbon Cumbria, as part of our tight-knit marketing team of four employees. More than 50% of this role will be focused on 'traditional' marketing, with the remainder on digital marketing.

MAIN PURPOSE OF ROLE:

- Produce and distribute a broad range of communications materials in support of our marketing action plans, ranging from photos and videos to posters and corporate documents.
- Produce content for the CAfS website, create and maintain webpages and undertake digital marketing tasks alongside our digital marketing officer.
- Coordinate CAfS' proactive and reactive media relations.

KEY RESPONSIBILITIES AND TASKS:

- Write and distribute content such as newsletter articles, website pages and news posts, event listings, case studies and fact sheets and contribute to corporate documents such as our annual report

- Serve as first point of contact for media relations, dealing with media requests, arranging interviews and briefings, and writing and distributing press releases
- Write and produce publicity materials such as leaflets, posters and exhibition materials, working with designers and other suppliers
- Capture, source and edit photos and videos, cataloguing media in CAfS' digital libraries and managing content on our YouTube channel
- Contribute to the development of marketing strategies and action plans led by senior marketing staff.
- Liaise with other organisations to arrange sharing our content and messages through their channels
- Arrange print advertising including overseeing design
- Create, schedule and monitor organic social media content
- Create and monitor digital advertising on Google ads and our social media platforms, and report on the outcomes of campaigns
- Maximise our use of email marketing, integrating into our wider digital marketing
- Expand our marketing lists for key audience groups
- Collate data and feed in ideas to support the evaluation and ongoing improvement of our communications
- Contribute to audience research, such as setting up online surveys written by senior marketing staff
- Attend internal (and occasionally external) project meetings to provide advice and support delivery of action plans
- Support colleagues across CAfS to adhere to relevant best practice and regulations.

The role is also required to:

- Comply with CAfS policies, procedures and guidance, data protection, procurement, and contribute to the organisational development of these.

- Work with the rest of the staff team to conduct any other task or project required from time to time, as directed by line manager or trustees.
- Contribute to the ongoing work of CAfS including attending appropriate networking meetings, team meetings and training.

PERSON SPECIFICATION

Essential skills and attributes:

- Experience of producing a wide range of communications materials, such as press releases, web content and leaflets, and working with external partners such as designers and printers
- Experience of email marketing
- Experience of adding content to websites
- Ability to tailor content for different audiences and channels
- High standard of written communication, grammar and spelling, with excellent proofreading abilities and excellent attention to detail
- Basic knowledge of sustainability issues and an interest in the objectives that CAfS seeks to deliver
- Good verbal communication skills
- Ability to plan and manage digital ad campaigns using a range of social media channels and Google ads
- Ability to set up and manage Google analytics and tag manager
- Driven to keep up to date with developments in marketing and apply new knowledge, tools and trends to improve communications outcomes
- Ability to source, optimise and edit images and video for a wide range of uses
- Good working knowledge of Microsoft Office products, including Outlook, Word and Excel
- Proactive and creative, with the ability to manage own workload, take responsibility for tasks, prioritising and scheduling work to meet deadlines, with minimal supervision
- Ability to work cooperatively as part of a small team

The following are **desirable** but not essential:

- Experience of search engine optimisation
- Experience of using WordPress

- Experience of using social media management platforms, such as HootSuite and Buffer
- An existing network of contacts in Cumbria
- Knowledge of GDPR and copyright
- Experience of developing marketing strategies and action plans
- Experience of evaluating the effectiveness of communications
- Experience of making basic videos for social media use

For more information about the role, please email recruitment@cafs.org.uk.