

JOB DESCRIPTION

POST TITLE Marketing & Administration Assistant

FUNCTION To provide marketing and administrative support to help drive the increase of income from companies and commercial activities

RESPONSIBLE TO Corporate Partnerships Manager

RESPONSIBLE FOR Relevant placement students and volunteers



PURPOSE OF POST

- Work with Corporate Partnerships Manager and other colleagues to establish and provide effective administrative support for corporate membership, corporate products/services and commercial activities.
- Work with the Corporate Partnerships Manager and other colleagues to develop and implement the marketing of products and services including Create for Nature, corporate membership and other corporate products/services.
- Provide exceptional supporter/customer care to ensure the long term development and retention of corporate and individual supporters and customers.

MAIN RESPONSIBILITIES

1. Administration

- Establish and implement appropriate administrative systems to record, track and deliver orders for Create for Nature products received via Etsy, CfN website and other channels.
- Use the CRM database and other tools as appropriate to maintain accurate and compliant records of supporters/customers and prospects including contact details, financial and in kind support, agreed actions and contact history.
- Provide accurate reports and analysis of income and expenditure for corporate support/sales and commercial activity.
- Ensure prompt and accurate invoicing of corporate members and customers including Create for Nature.
- Ensure accurate information on products and processes is available on relevant websites and webpages including Create for Nature, Create for Nature Etsy shop, Cheshire Wildlife Trust and Three Hares Challenge.
- Assist Corporate Partnerships Manager with implementation of corporate engagement policy including due diligence process to assess potential corporate partners/customers.
- Assist Corporate Partnerships Manager with research into potential new corporate partners/members.
- Assist Corporate Partnerships Manager with preparation of applications for funding and reports to funders.

2. Marketing support

- Work with Corporate Partnerships Manager and communications team to ensure delivery of planned social media and PR activity.
- Produce and supply appropriate content including product information, case studies, testimonials, images and video.
- Work with Corporate Partnerships Manager to research, develop and deliver partnerships with other organisations and businesses to promote products and services.

- Assist with the writing of copy and upload of copy and images/video to the relevant websites and Etsy shop.
- Assist with the production and distribution of promotional literature, display materials and promotional presentations.
- Assist with research into potential new customers/supporters.
- Attend selected events including art/craft fairs, business networking events, trade exhibitions to promote products and services.
- Assist with the production and delivery of targeted communications with corporate customer/supporters including a regular e-newsletter.

3. Customer service

- Provide excellent service for Create for Nature customers through prompt acknowledgement of orders, ongoing communications with customers, resolution of any issues/complaints and effective administration of orders.
- Assist the Corporate Partnerships Manager with the maintenance of regular one-to-one contact with corporate customers/supporters through face-to-face meetings, phone and email.
- Assist with the delivery of agreed corporate membership benefits including activity days.
- Assist with prompt and effective responses to new business enquiries and leads.
- Assist with the administration of corporate supporters including thanking and issuing and following up on invoices.

4. General

- Assist with the monitoring and evaluation of new business development work and with reporting on corporate support.
- Help to ensure that all corporate relationships are appropriate to CWTs values and mission and adhere to relevant regulations, guidelines and best practice.
- Assist with the preparation of fundraising plans and budgets.

4. Building Excellence

Contribute to CWT being an Effective Organisation as follows:

- Help ensure that the Trust complies with relevant fundraising and marketing regulations and guidelines.
- Help ensure the Trust is compliant with all aspects of Data Protection legislation and information security requirements.
- Liaise with relevant officers throughout the Wildlife Trusts partnership to exchange ideas and spot opportunities.
- Undertake training as required.
- Undertake any other duties required by the Corporate Partnerships Manager, Director of Fundraising & Communications and other members of the Senior Management Team.

POST SPECIFICATION

This role requires a very organised and proactive individual who can handle a busy and varied workload and can deal with a wide range of people and situations. The post-holder will enjoy challenges and will be keen to help drive the success of the Trust's work with corporates and the development of commercial activities. This role requires diligence and a resourceful approach to working with a limited budget and in a small team. The post-holder will have to undertake a range of duties with some degree of personal responsibility and autonomy but with the support of other team members.

1. Management and Supervision

- Working with other team members.
- Responsible for providing guidance and support for volunteers.

2. Accountability and Resources
 - Responsible for keeping accurate records of corporate supporters and prospects.
 - Responsible for effective administration of orders.
 - Responsible for delivery of excellent service to corporate supporters/customers and Create for Nature customers.
3. Job Impact
 - Key member of the Fundraising Team, helping to increase CWT's income.
 - Responsible for building and upholding the reputation of CWT through external relationships.
 - Responsible for providing excellent supporter care and helping to ensure that corporate supporters feel valued.
 - In order for the organisation to work effectively, you may be required to assist other areas of work and therefore you should be prepared to undertake other duties appropriate to the post as delegated by your line manager.
 - Required to represent CWT in a manner which aligns with our values.
4. Independence and Judgement
 - Overall supervision is provided and at times you will need to work with other members of the Fundraising team.
 - Responsible for managing your own time and work load on a day-day basis.
 - Able to communicate effectively with supporters/customers/partners and know when to consult with colleagues.
 - Able to identify and assess risks and opportunities arising from new and existing corporate relationships
 - Negotiate relationships which genuinely benefit CWT and align with our values.
5. People and Contacts
 - Day-to-day contact with customers and corporate supporters and prospects.
 - Regular contact with relevant business networks and business support organisations.
 - Will work with staff at all levels within CWT.
 - Regular contact with volunteers.
 - Regular contact with peers in other Wildlife Trusts.
6. Creativity and Innovation
 - A need to be versatile and flexible, able to adapt to a variety of daily challenges and sometimes last minute changes to planned work.
 - Able to contribute to effective marketing of products/services on small budget.
 - Able to research, assimilate and implement best practice in corporate engagement from the Wildlife Trust movement and wider charity sector.
 - Able to develop new ideas and follow them through to delivery.
 - Able to take an entrepreneurial and resourceful approach to achieving results.
7. Working Conditions
 - This is role is based at CWT headquarters at Bickley Hall Farm.
 - You will be required to travel throughout CWT's area and occasionally beyond to visit existing and potential corporate partners and attend networking events.
 - Occasional weekend or evening work may be required to attend or run events.

PERSON SPECIFICATION

Experience	Essential	Desirable
Previous experience in an administrative role	✓	
Experience of delivering excellent customer service	✓	
Relevant experience in sales, marketing or account management role		✓

Experience of fundraising or Corporate Social Responsibility		✓
Use of CRM database for sales, marketing or fundraising purposes		✓
Experience of using digital channels (including website, email, social media) to promote products/services		✓
Experience of producing promotional materials		✓
Knowledge		
Knowledge of the principles of good customer care	✓	
Data protection requirements		✓
Understanding of the voluntary sector		✓
General knowledge of wildlife and conservation		✓
Understanding of the private sector and CSR	✓	
Skills		
Excellent communication skills, with the ability to communicate with people at all levels face to face, in writing and on the phone	✓	
Strong customer service skills	✓	
Excellent attention to detail and accuracy in all areas of work	✓	
Numeracy	✓	
Research and planning skills	✓	
Video production/editing and photography		✓
Able to write effective copy for different audiences and purposes	✓	
Competent use of bulk email software e.g. Mail Chimp		✓
Use of design software e.g. InDesign, Adobe Photoshop		✓
Able to develop creative ideas and a proactive approach to making things happen	✓	
IT literate and competent in Microsoft Office packages	✓	
Handle confidential data and information appropriately	✓	
Effective organisational skills – the ability to manage and prioritise workload and meet deadlines	✓	
Ability to take initiative, work independently and as part of a team	✓	
Personal qualities		
Identify strongly with the Trust's values and purpose	✓	
Commitment and enthusiasm to the Trust and its work	✓	
A positive and mature approach to dealing with customers	✓	
Self-motivated, results-focused and able to use initiative	✓	
Able to adapt to changing priorities	✓	
Able to maintain confidentiality	✓	
A full current driving license and access to transport for business purposes	✓	

GENERAL TERMS AND CONDITIONS

Salary:	Salary in the range of £16,000-£20,000 pro rata depending on experience.
Pension:	The Trust operates an autoenrolment compliant pension scheme. Details are provided in the staff handbook.
Hours of Work:	Part-time, 21 hours per week. Overtime is not paid but time off in lieu may be taken.
Duration of post:	This post is permanent and subject to a six month probationary period in order to assess your suitability to the role
Holidays:	28 days (including bank holidays) plus 3 specified days pro rata for part-time hours. Holiday entitlement for full-time employees increases by 1 day for every year worked up to a maximum of 5 extra days after 5 years.
Place of work:	Cheshire Wildlife Trust's Head Office: Bickley Hall Farm, Bickley, Malpas, Cheshire SY14 8EF and other venues within UK as appropriate.

Please sign and date this document to confirm its accuracy at the present time.

Post-holder name:

Post-holder signature: Date:

Line manager name:

Line manager signature: Date: