

Role Profile	Marketing and Events Coordinator
Salary	£28,000 per annum
Hours	Full-time (flexible hours)
Job type	Permanent
Location	United Kingdom Remote with some mandatory travel to London (approx 8 times per year)
Closing date	3 rd November 2024
How to apply	https://app.beapplied.com/apply/dyhxep2fzl

For over two decades, Social Investment Business has provided finance and support to charities and social enterprises. We empower these organisations to do what they do best - serve the communities they operate within.

Find out more about what we do: <https://www.sibgroup.org.uk/>

Our values are: People First, Curious, Bold, Collaborative, Accountable

For further information on our values and our generous benefits please visit <https://www.sibgroup.org.uk/about-us/work-with-us/>

About the Role

Reporting to our Marketing Manager this role plays an important part in supporting SIB’s strategy and focus.

We are looking for someone who:

- Can create compelling communications showcasing our programmes and funds
- Can provide expertise and oversight in the shaping and embedding of SIB’s external messaging
- Can produce accessible and well-written marketing materials for our programmes and funds
- Can update website communications and manage newsletters
- Can organise external events and coordinate team member attendance
- Can support formal and informal engagement with SIB’s customers and the internal team
- Is an enthusiastic self-starter with a commitment to open and transparent communication with a wide range of stakeholders

Key responsibilities

Marketing

1. Working with Marketing Manager to implement the Marketing Strategy, including contributing to campaigns, messages and stakeholder relations.

2. Supporting the implementation of marketing plans for specific funds, working with our delivery partners and sub-contractors, as appropriate, and helping with programme and fund roundtables and events.
3. Supporting the Director of Investments and the Marketing Manager in delivering new business strategies by providing market analysis and data, publicity plans, key messages, event planning, set up and coordination as necessary.
4. Supporting the Marketing Manager with marketing contacts in partner, investee and other stakeholder organisations, maintaining contacts and ensuring that SIB funds and programmes are represented across sector events and in peer publications.
5. Liaise with the Business Development Manager to contribute effectively to new tenders, including supplying accurate marketing and communications data and deliverable activities.

Communications

6. Working with the CEO, Deputy CEO and Marketing Manager to implement the Marketing Strategy, including developing and managing campaigns, messages and stakeholder relations.
7. Supporting the development of content and publications as required including newsletters, brochures and reports, case studies, blogs, articles, website content, e-newsletter content.
8. Working with the Marketing Manager and Policy and Communications Manager to liaise with external networks – national, third sector and key regional press contacts, other communications managers – to increase the reach of SIB's work and to disseminate it widely.
9. To adopt our continuous improvement and learning ethos.
10. To support and embed equality, diversity and inclusion into day-to-day behaviours and activities within your role as well as contributing more widely across SIB's commitment to E, D & I.
11. To support and contribute to the implementation and delivery of SIB's strategy.

12. In agreement with manager to undertake other tasks and work on cross team projects that support the objectives of SIB as required.
13. To work within the organisation's values, principles, and processes to achieve operational excellence.

Core competencies

- Experience of creating impactful marketing materials and campaigns utilising multiple channels and platforms.
- Excellent oral communication skills with the ability to communicate effectively with a wide range of stakeholders.
- Experience of event set up and coordination including booking venues, managing guest lists and arranging speakers.
- Excellent written communication skills with the ability to write accurate, engaging and crisp copy for a range of different channels.
- Technical knowledge of website management and working with a range of different CMS such as Drupal and Wordpress.
- Good organisational, planning, and project management skills and the ability to work to tight deadlines
- Comprehensive knowledge of Microsoft Office (Word, PowerPoint, Excel, Outlook)
- Comprehensive knowledge of Adobe Creative Suite apps, including Acrobat Pro DC, InDesign, Illustrator, Premiere Pro, and After Effect
- Commitment to equalities and customer care
- Good knowledge of the voluntary and community sector, local and central government and the statutory sector as a whole.
- Commitment to equality, diversity & inclusion