

Job Description

Job Title	Marketing & Strategic Development Officer
Responsible to	CEO of JUST Lincolnshire
Conditions of service	37.5 hours per week 28 days annual leave per annum 8 Public Holidays per annum 12-month fixed term contract
Salary	£17,550 per annum
Date	TBC

Organisation description:

JUST Lincolnshire is a registered Charity and the only 'single equality' organisation in the county of Lincolnshire. Our vision is to create a place where everybody is valued. Where people and their rights are respected, and everyone's responsibilities are taken seriously.

We are the leading equality and human rights organisation in Lincolnshire and beyond; developing, modelling and delivering innovative and effective responses to issues of discrimination, equality, human rights and inclusion.

Job description:

Interested in how an organisation develops its five-year strategy? Keen to have a unique insight into all aspects of an organisation, working closely with the Chief Executive? Then this is the role for you.

JUST Lincolnshire is at the beginning of exciting strategic development and marketing work and we are looking for an outstanding individual to support us over a 12-month period.

We want to introduce our Time to Shine leader to the exciting work we undertake in schools and communities across Lincolnshire and inspire them to use their creative talents to rethink our approach to marketing and social

media in particular. This will involve our Time 2 Shine leader becoming familiar with our organisation, by undertaking and gaining a holistic understanding of how our small but perfectly formed organisation works. This will initially involve familiarisation with our administrative, business and marketing procedures. This will give our Time to Shine leader the platform to begin to effectively communicate JUST Lincolnshire's success stories across a range of media platforms. The successful applicant would also plan, design and deliver a themed event that will showcase the work we have achieved in our schools and communities but, more importantly, the event will be an opportunity to engage with key stakeholders to introduce them to our work and its impact. Our Time to Shine leader will use their creative talents to make this event a shining success evident by an evaluation process designed and delivered by our Leader.

Key Tasks

- Take appropriate responsibility for the delivery of this role under the line management of General Manager.
- Develop working knowledge of office organisation and communication.
- Supporting and developing multimedia marketing campaigns across a variety of platforms.
- Build relationships with partners.
- Scheduling events.
- To plan, design and deliver a themed event aimed at showcasing the training and consultancy opportunities available from JUST Lincolnshire.
- Evaluate the event to evidence impact.

Requirements:

- Good copywriting skills for social media captions, email, marketing and blogs.
- Experience of organising events and activities.
- The ability to work independently and collaboratively.
- Ability to plan effectively, solve problems and deliver to deadlines.
- Experience of working to reach challenging goals within specific time frame and resources.

- Excellent written and oral communications skills with well-developed organisational and administrative skills.
- Familiarity with Microsoft office, multimedia production
- Video and photography skills are desirable but not essential.
- Effective time management, organisational and leadership skills.

Additional information

The successful candidate will be expected to commence work in January 2019 and work with the General Manager to establish a work plan to ensure successful delivery of the project.

Application Procedure

JUST Lincolnshire is an Equal Opportunities Employer

The post requires an Enhanced DBS Disclosure

When applying for a post with JUST Lincolnshire you are required to complete the application form. CV's are not acceptable and should not be submitted as either full or part application.

Your completed application form should be emailed to:

sue@justlincolnshire.co.uk

If you would like further information after viewing the application pack or require information in a different format, please telephone Sue Ellis on 01522 520174 or email sue@justlincolnshire.co.uk