

Marketing Co-ordinator

Department:	Commercial Services
Reports to:	Head of Membership and Marketing
Salary:	£31,518
Hours:	Full time, 35 per week

About CFG

CFG is a charity that supports all charities and social change organisations to make the biggest difference possible. We do this by supporting them to make the most of their money and resources, by putting financial leadership at the heart of their decisions.

We strive to upskill the sector, and are working to create a more supportive operating environment; connecting experts from across different sectors and maximising the impact organisations can have in effecting social change. If you want to know more about how we do this, please take a look around our website.

Our values

Our values define who we are as people and who we are together as CFG. The work we do is important and how we do it is just as important to us. We work on the basis people can be taught skills and gain experience so we want to know if you share our values and beliefs. The CFG team worked together to create values that they believe embody who they are as individuals and how they want to work together as a team to achieve CFG's goals.

We are:

- Aspirational, and brave
- Emotionally authentic, vulnerable and considerate
- Innovative and creative
- Accountable and trustworthy
- Collaborative and supportive
- Active and continuously improving
- Adaptive and resilient

Who are we looking for?

We are a small team with a big remit, and we're looking for someone to co-ordinate the delivery of our ambitious events and membership marketing plans. With previous experience in events and membership marketing within a membership organisation, the voluntary or public sectors, you will be looking to deliver effective marketing strategies for CFG.

This is a varied role which offers a solid foundation in integrated marketing in an ambitious national charity. In order to thrive, you will need to be well organised, unflappable, creative, analytical, focused on results, demonstrate attention to details and be able to prioritise your work.

As Marketing Coordinator, part of the Commercial Services directorate, you will work collaboratively across the organisation to help the three directorates deliver the organisational strategy. You will lead in creating, developing and delivering the charity's marketing strategy for membership recruitment and retention, events programme and other CFG products and services, putting member value and insight at the heart of your approach.

The essentials – You will:

- Be an excellent communicator able to liaise with a variety of stakeholders;
- Enjoy managing a project from end to end
- Self-motivate and prioritise a full workload managing risks and flagging opportunities as they arise;
- Be solutions focussed and seek out ways to improve processes in the team;
- Be a team player and work seamlessly with the wider team;
- Be open, approachable and a firm believer in continuous development.

Demonstrate CFG values by;

- Bringing your whole self to work when working with colleagues and external partners, being open and honest;
- Being open minded and happy to embrace change;
- Motivating others and demonstrating enthusiasm about the impact we can have;
- Working hard to exceed expectations and ask for help when needed;
- Collaborating with colleagues and actively sharing knowledge;
- Giving feedback constructively;
- Being resilient and readily willing to adapt to an ever changing environment.

Responsibilities

This job description outlines the key accountabilities of, and output required from the post holder.

General: Across all areas

- Working with the Head of Membership and Marketing, to develop, implement and deliver the marketing strategy for CFG member products and services.
- Work with an effective integrated approach across teams and where appropriate lead on projects related to marketing strategy.
- Lead activities as part of CFG's insight driven approach, sharing evaluations of activity.
- Provide effective internal communications on marketing activity against strategy and objectives.

Membership Marketing

- Creation and delivery of effective membership and events marketing strategy and plans to maximise recruitment, retention and engagement.
- Creation and delivery of membership recruitment and retention campaigns.

- Building member value proposition and experience journeys for new and existing CFG charity members, mapping and evaluating developments.
- Creation, delivery and evaluation of renewals campaigns for multiple charity member audiences and membership types.
- Management of the membership marketing budget.
- Support wider marketing requirements of the Commercial Directorate

Events Marketing

- Marketing strategy, planning and delivery of activities for CFG's full programme of events, special interest groups and training against objectives.
- Liaise with the Digital Communications Specialist and Membership and Events Officer in tactical delivery for events programme marketing.
- Events Marketing budget management, including coordination of digital marketing activity alongside the Digital Communication Specialist.
- Building and enhancing the member value proposition and experience for new and existing CFG charity members through a range of communication tools and approaches.

Design and Content

- Lead on design commissioning and managing fulfilment of the online and offline marketing campaign and promotional assets and collateral.
- Working with the Communications Team to ensure design is in line with the development of the CFG brand and communications.
- Commission and co-ordinate photography and filming of CFG's flagship events where required.
- Co-ordinate the distribution of marketing content at physical and digital CFG events and exhibitions, to promote the CFG brand, grow our subscriber database and support lead generation activity.

Data

- Data management in support of delivery of effective marketing activity.
- Work with the Membership team, Digital Specialist, IT Manager and Membership and Events Officer to co-ordinate the management of data between our CRM and email platform, and prepare and update mailing lists for targeted marketing activity.
- Liaison on data cleansing and process improvements to meet GDPR compliant standards and to increase reach and effectiveness of marketing activity.

Content and editorial

- Supporting the Communications Team content framework for membership and marketing, acting as a content creator and including commissioning content with CFG members and stakeholders for events marketing and other promotional activity.
- Copywriting for multiple channels including email marketing and communications, the CFG website and *Finance Focus* membership magazine content.

Additional responsibilities

- Attend internal and external events and meetings as a representative of CFG.
- Be familiar with data protection issues relating to online and offline communication and keep up to date with guidance and best practice.
- Be a brand guardian - ensure that CFG's verbal and visual identities are consistently applied in all external communications across the organisation.
- Ensure that member experience, quality assurance, professionalism, CFG's reputation and value for money are at the heart of everything that the team does.

Person Specification

	Essential	Desirable
Experience	Experience of working in a marketing role Experience of working with data and a CRM system Good standard of education	Experience of working with corporate sponsors and partners Experience in working in a CMS and managing data in a CRM
Skills/ Abilities	Ability to manage a heavy and diverse workload and meet deadlines Attention to detail and a focus on quality control Ability to communicate effectively with a wide range people and work collaboratively across a small team Creative thinking and problem solving Copywriting skills	A good eye for design Proof-reading skills
Knowledge/ Understanding	Understanding of the principles of marketing and communications	An understanding of the membership, charity or voluntary sector and its operating and regulatory environment
Disposition	A team player, sociable, collaborative, approachable and hardworking Ability to self-organise and use initiative Shows dedication to the task in hand and a focus on results Motivated and keen to develop and learn	
Other	Willing to work outside core hours occasionally and travel to conferences	