

# JOB DESCRIPTION FORM

## Job Description

<b>Job Title:</b>	Marketing and Events Team Leader - 14 months maternity cover
<b>Location:</b>	Watchtree Nature Reserve, Nr Wiggonby, Carlisle Cumbria CA5 6NL Some home working if mutually agreeable
<b>Reports to:</b>	Manager
<b>Staff responsibilities:</b>	Volunteer leader. No line management of employed staff
<b>Hours of work:</b>	22.5 hours per week  Working days and times are negotiable however some weekend and bank holiday work will be required  14 months fixed term position
<b>Salary Range:</b>	Pro rata £17,500 - £19,500 dependent on experience
<b>Summary of position:</b>	<p>Communicating innovatively, openly and honestly with our visitors, supporters, volunteers and funders is of primary importance to us and has afforded us the reputation we proudly possess today. Within this role you will maintain communication and advertisement through various forms of media to preserve and improve upon this reputation.</p> <p>Our events list is varied and includes wildlife activities, seasonal community gatherings, fundraising challenges and health &amp; wellbeing events. You will be responsible for coordinating these events and promoting them</p>

## Primary Responsibilities

Assist the reserve manager to create and deliver an annual marketing plan	Promote the charities work to highlight social impact using varied forms of media to reach all audiences
Coordinate and schedule our events calendar, working with different stakeholders to achieve high standards and great outcomes for all activities	Assist in the production and distribution of the charities annual wildlife calendar including sourcing sponsors.
Recruit and lead a marketing and events focused volunteer team	Maintain the Reserve's brand identity across all media, communication and interpretation
Create interesting and engaging content for all media platforms using written word, photography, video etc.	Become an integral part of the Watchtree Nature Reserve team, being willing to help out in any area when necessary

## Personal Specification

	Essential	Desirable
<b>Qualifications &amp; Training</b>	Degree Level qualifications Marketing	Photography/video Graphic Design
<b>Experience</b>	Marketing for business or charity Using social media for business Event management	Working with social enterprise/charities Volunteering or working with volunteers Working with media
<b>Qualities and Attitude</b>	Personable, Excellent communicator, Pro-active individual,	Disability awareness
<b>Product Knowledge</b>	A sound knowledge of Watchtree and all that our work encompasses. Social media	Photography and filming technology

# Competencies

Health & safety procedures	Following instructions and procedures
Financially aware and trustworthy	Clear communication
Workplace House Keeping	Reliable and punctual