

JOB DESCRIPTION

Job title: Trainee Marketing Campaigns Manager (volunteer)
Reports to: Managing Director

Job purpose:

To manage and deliver marketing campaigns in order to have an impact on employer behaviours on attraction and recruitment.

To effectively liaise with colleagues and internal teams to develop messages that are in line with our purpose.

Main responsibilities:

- Agree to individual strategies and action plans with the Directors and review progress monthly
- Report monthly on achievement against agreed objectives and activity levels to the Director
- Support the Directors with updating the marketing strategy to support the proposition
- Create a content plan and content (both written and visual) including social media posts, press releases and web content such as blogs and resources for employers
- Conduct research to identify potential sponsors or partners to back the campaign
- Conduct conversations and interviews with potential partners
- Complete and distribute contact reports after each meeting to provide details of agreed actions to all interested and involved parties
- Conduct and facilitate internal meetings to communicate both client and prospect requirements to ensure a smooth implementation and delivery of any proposed service or initiative as required
- To represent the company in a professional manner demonstrating a passionate commitment to the core values of Access Generation CIC.

Qualifications required:

- None

Personal attributes and competencies required:

- Demonstrate personal drive and focus
- Good verbal and written communication skills.

Experience required:

- Actively involved and interested in societal issues
- Good verbal and written communication skills
- Training and coaching will be provided including an overlay of commercial awareness.

Training and development

As a volunteer, you will receive a training plan that includes the following modules:

- Sales
- Customer service
- Marketing
- Presentation
- Leadership

- Account management
- Research
- Report writing