Voluntary Action in Mid-Devon

New Hall Offices, Barrington St, Tiverton, EX16 6QP Tel: 01884 210933

Marketing, Publicity and Events Coordinator Job Description

Salary: £32,654 (Pro-rata £13,927.68) plus pension.

Hours: (Part time) 16 hours per week, worked flexibly to include Mondays as mandatory.

Holiday: 5 weeks plus statutory bank holidays.

Contract: 2 years (to end of April 2028)

Location: Tiverton office and home based.

Responsible to: Chief Officer

Purpose of the Post:

Involve is looking for a passionate and creative communicator looking to make a real impact in the community. We are seeking a dynamic Publicity, Marketing and Events Coordinator to join our dedicated team! In this exciting and varied role, you'll be responsible for developing and delivering effective marketing strategies to promote our volunteer-led projects, highlight their impact, and drive volunteer recruitment. You'll also play a key role in supporting events, fundraising, and providing essential marketing support to the CO and wider team to ensure the greater visibility of our charity and what we offer. This is a varied and flexible role, where you can bring your skills, enthusiasm and support us to grow our fabulous projects and play a vital role in raising the profile of Involve. If you're ready to work with an amazing team and help strengthen our community, we'd love to hear from you!

Key Outcomes

- Implementation of the Marketing Strategy, including developing and managing campaigns, messages and stakeholder relations especially in relation to the 'Communities that Can' project.
- Effective monitoring and evaluation is achieved.
- The development of content and publications including newsletters, brochures, flyers and reports, case studies, social media, articles, website content, and e-newsletter content.

Involve Voluntary Action Mid Devon is a partner in Devon Voluntary Action Registered Charity No: 117169.-
'Communities that Can' project funded by Big Lottery Reaching Communities.

- Increased reach and visibility of Involve's work.
- Well organised and publicised events with good attendance.

Responsibilities

This role has two key elements:

Marketing and Publicity

The Marketing, Publicity and Events Coordinator will play a key role in promoting the Communities that Can project and activities, raising awareness of Involve and it's work and supporting fundraising and donations especially through promotion of the new membership scheme.

This includes:

- Developing an engaging marketing plan to maximise promotion of Involve, the CTC project and participation in events
- Ensuring the website is kept up to date with news posts and events.
- Creating engaging content for social media, newsletters, websites and printed material.
- Working closely with CTC project team to capture and share success stories, engaging case studies and volunteer experiences to demonstrate the impact of Involve's work.
- Devising and implementing effective marketing techniques and tools to maximise engagement, support and volunteer recruitment.
- Producing compelling content for our website, social media, and email campaigns.
- Increasing the profile of Involve through a variety of communication channels to generate engagement and interest in projects and events.
- Supporting the team to recruit volunteers for various community activities.
- Ensuring all marketing messages adhere to the Involve brand identity and messaging.
- Track and refine campaign effectiveness.
- Support the design and development of the annual impact report with key data, stories and achievements.

Event Coordination

- Planning and organising a calendar of events together with the CTC project team.
- Developing and implementing appropriate plans for events and activities to engage the community.
- Effective event organisation on the day together with other CTC team members.
- Gathering of data and feedback to produce events monitoring reports.

**Please note that our office is based in Tiverton and you will be expected to spend some of your working time there though the majority will be remote.*

Person Specification

	ESSENTIAL	DESIRABLE
SKILL		
Excellent written and verbal communication skills and interpersonal abilities.	*	
Marketing and design experience including digital marketing expertise, social media experience including Facebook, Linked In and TikTok and a working knowledge of Canva.	*	
Ability to work flexibly - both independently and as part of a team.	*	
At least 2 years' experience in planning, organising, and managing events from conception to execution	*	
Can effectively organise, prioritise own work, and meet quality standards.	*	
Digital content creation, social media management and email marketing.	*	
Strong organisational skills, with the ability to plan, manage, and support events. A structured and methodical approach to work and a clear focus on results.	*	
Ability to manage a demanding workload and multiple deadlines.	*	
Microsoft Office skills and IT literate.	*	
Basic skills in creating video content for marketing and fundraising purposes.		*
Experience of fundraising and customer relations databases.		*
KNOWLEDGE AND EXPERIENCE		
Ability to work with diverse people across all aspects of the community	*	
Good problem solving and creative thinking.	*	
Ability to learn quickly.		*
Experience of working collaboratively.	*	
Understanding and experience of monitoring and evaluation.		*
Good understanding of the VCSE sector and projects and wants to make a difference in the community.		*
Relationship building and networking experience.		*
Use of social media platforms.	*	
Strong interpersonal communication, listening and observational skills.	*	
Organised with strong time management and ability to work to a deadline.	*	
QUALIFICATIONS		
Educated to GCSE level or equivalent	*	
A marketing, event management or fundraising qualification or similar.		*
OTHER		
Access to own vehicle	*	
Some flexible working may occasionally be required i.e. weekends /evenings.		*