

Title:	Marketing Administrator
Accountable to:	Business Development Co-ordinator
Support Staff:	Volunteers.
Role:	20 hours per week, 12-month contract

1. Purpose of the post

The Marketing Administrator will support CCDT's communications and marketing activities, helping to raise the charity's profile, promote our venues and projects, and engage the local community. Working with the team, volunteers and partners, this role will ensure CCDT's messaging is clear, consistent and impactful across digital and traditional channels.

2. Key Objectives and Responsibilities

2.1 Digital & Print Marketing

- Create and schedule engaging content across social media platforms, including Facebook, Instagram and LinkedIn.
- Update CCDT's websites, ensuring that events, programmes and venue hire information is up to date and well promoted.
- Create content for newsletters, blogs and press releases to promote CCDT's activities and impact.
- Work with the team to create posters and flyers using Canva.
- Ensure all communications are consistent with CCDT's brand, values and tone of voice.

2.2 Event & Campaign Promotion

- Support programme leads to promote events, activities, and campaigns across CCDT projects and venues.
- Help develop promotional timelines and marketing materials for key initiatives and community programmes.

2.3 Content Gathering & Reporting

- Gather stories, quotes, and images to showcase CCDT's impact.
- Monitor social media, website, and newsletter performance, supporting basic reporting on engagement and reach.
- Support fundraising and partnership activity by creating engaging impact content and promotional materials.

2.4 Administrative Support

- Maintain marketing calendars, contact databases and mailing lists in compliance with GDPR.
- Support the organisation and coordination of marketing materials, assets, and shared folders.

Key Performance Indicators (KPIs)

- Maintain newsletter open rates above 35% and click-through rate above 10%
- Increase social media followers and engagement by 20%
- Support a 20% year-on-year growth in venue hire and workspace revenue.
- Increase participation among priority groups, including families, older residents, and young people.

Other Requirements

- You may be required to work evenings, weekends, and school holidays.
- Commitment to CCDT's values: caring, inclusive, holistic, hopeful, responsive, and professional.

This job description is not to be taken as a completely exhaustive list of duties and it may be reviewed in the light of changing needs and developments. Any changes will be fully discussed with the postholder. The post holder may be required to carry out other duties appropriate to the seniority and scope of the post.

Person Specification

- Excellent written and verbal communication skills, with a creative and engaging style.
- Experience managing social media accounts and creating content for different audiences.
- Strong copywriting and basic graphic design skills using Canva or similar platforms.
- Experience using WordPress, Mailchimp, or similar digital marketing tools.
- Understanding of working within a community, voluntary, or charity setting.
- Well organised, proactive, and able to work independently and as part of a small team.
- Commitment to reflecting CCDT's values with strong attention to detail and brand consistency.

Our commitments

- As an organisation, we are constantly working to achieve equality of opportunity in all employment policies and practices, eliminate all forms of discrimination, and are committed to upholding excellent employment practices.
- Our goal is for all members of the CCDT team to feel respected, valued, and able to achieve their potential regardless of age, disability, race, gender reassignment, pregnancy and maternity, religion or belief/ non-belief, sex, sexual orientation, marriage and civil partnership, or membership/non-membership of a trade union.
- We are also committed to safeguarding and promoting the welfare of children, young people, and vulnerable adults and expect all staff and postholders to share this commitment.