**Job Description**

**Marketing Assistant**

**Responsible to:** Senior Commercial Development Manager

**Responsible for:** Age UK Bradford District’s marketing activities

**Hours:** 17.5 hours per week (Monday-Saturday as required at present but may include Sundays in the future)

**Purpose of the job:**

The Marketing Assistant will ensure that all aspects of the charity’s marketing activities work to maximise awareness levels, resulting in increased income and net profit.

They will manage the marketing and promotion of all the Charity’s services with a focus on raising public awareness including with commercial and corporate partners.

Together with the Senior Commercial Development Manager, they will also be responsible for promoting ‘added value’ opportunities afforded through online sales platforms; upcycling schemes and the charity’s retail outlets.

The post holder will work as part of the Income Generation team and will be required to represent the organisation at internal and external events.

**Main Responsibilities**

* To manage the charity’s website in order to raise awareness levels and generate interest in the range of services and income generation activity delivered by the organisation
* To promote the charity’s upcycling scheme in all respects including sourcing items, recruiting volunteers and selling goods in order to maximise income and net profit
* To manage the charity’s online sales platforms in order to maximise income and net profit in conjunction with the Senior Commercial Development Manager
* To manage the marketing and promotion of all aspects of the charity in a consistent manner that promotes the brand and values of the charity in conjunction with the Senior Commercial Development Manager
* To produce posters and leaflets to promote the activities of the charity
* To ensure that the charity is presented in the best possible manner in respect of internal and external events and activities with particular reference to ensuring that suitable materials and equipment are utilised

**Customer Service:**

* To provide an excellent customer experience and to have a good, broad knowledge of all Age UK services
* Ensure that marketing materials are delivered to retail outlets and other locations as required.

**Sales and Net Profit:**

* Assist the Senior Retail Manager in achieving profit targets through effective marketing
* Utilise commercial tools to identify opportunities to maximise sales of different product categories

**Administration and Security:**

* Ensure all relevant administration is completed to given deadlines

**Health & Safety:**

* Help to provide a safe environment that protects all staff, volunteers and the public
* Comply with all Health & Safety (H&S) requirements including risk assessments and fire drills
* Report any maintenance or H&S issues to the Senior Commercial Development Manager in a timely manner

**General:**

* Be willing to work additional hours and perform other duties as and when required
* Travel to meetings, training sessions and retail outlets as required
* Have a detailed knowledge of Age UK Bradford District structures and current activities
* Engage in and support fundraising and marketing initiatives
* Build and develop positive internal and external relationships to ensure maximum income and net profit for the charity

**Person Specification**

1. Good general education including Maths and English
2. Knowledge of website management and social media
3. Experience in a marketing environment
4. Strong organisational skills.
5. Excellent customer service skills including an ability to communicate effectively with customers
6. Excellent IT and numeric skills and experience of using MS Office and Apple software
7. Ability to maintain a high degree of confidentiality.
8. Ability to work in pressured environment
9. Very flexible approach to work and hours
10. Willingness to attend training events as and when required
11. Full driving licence
12. A commitment to the values of Age UK Bradford District

**Age UK Bradford District Values**

Age UK Bradford District is a local charity working in the community to support older people, their families and carers. We want everyone to be able to love later life and expect all our staff and volunteers to be committed to the following organisational values:

• Responsive

• Supportive

• Caring

• Respectful

• People centred

• Passionate

This is achieved through staff and volunteers:

• Being an ambassador for the organisation

• Influencing positive change

• Having a strategic focus

• Commitment to the development of self and others

• Upholding professional integrity at all times

• Managing and fostering team work