



MARKETING OFFICER

Role: Marketing Officer – Hourly Rate Staff

Responsible To: Enterprise Manager

Role Information: Hours: 21 Hours

You'll be offered an hourly rate of £13.28 per hour, which includes holidays, national insurance, tax and pension.

This is a great opportunity to work with Healthy n Happy Community Development Trust and support the work we do within Cambuslang and Rutherglen. You'll enjoy an exciting and creative environment and you will join a team of hardworking, professional and committed individuals.

Overall Goal:

We are looking for marketing expertise to promote the work of our charity and of our social enterprises.

The role is varied but includes:

Your role will be to support the Senior Management team on the development and execution of cohesive promotional strategies and new marketing initiatives to support awareness raising and ultimately income generation for the charity and social enterprises.

As Marketing Officer you will:

1. Develop the organisations' marketing and communications strategy.
2. Oversee and implement the delivery of marketing and communications plans and activities
3. Create an improved profile for the organisation via well-structured corporate/public messages, events and activities locally across Rutherglen, Cambuslang and wider.

This will deliver:

- a raised profile locally and wider across all of our different Healthy n Happy brands,
- an increase in customer numbers to our social enterprises
- increased income generation (for our social enterprises and community and corporate fundraising for our charity)

Skills required:

Candidates will be expected to demonstrate their well-rounded experience across the Marketing and Communications spectrum. This should include developing or contributing to marketing and communications strategy, campaign development and planning, media relations, digital marketing [including social media] and events.

You will have excellent verbal and written communication ability including experience of writing engaging copy and content. Ideally, you'll have experience of writing press releases and managing media events. Enthusiasm, self-motivation, strong commercial acumen and excellent organisational skills are also required.

You will be a creative, positive and confident individual who will bring new ideas to Healthy n Happy and play a key role in helping us achieve our future ambitions. This is a fantastic opportunity to join an exceptional charity with an excellent reputation as well as develop your career.

Previous Experience in a public relations, marketing or media relations setting is essential. Ideally this would be in a cultural, educational, leisure, tourism or charity setting.

Contact:

Please send CV and cover letter explaining why you are interested in the role and how your experience meets the requirements by 5pm on Friday 21st June 2019 to:
Liz Holmes – Liz@healthynhappy.org.uk
0141 646 0123