

JOB DESCRIPTION

Job Title: Marketing Executive

Responsible to: CEO

Purpose of Job / Key objectives

We are looking for a skilled Marketing Executive to support our Marketing Committee / Team during an upcoming period when our Trust will be working on several special home school knowledge exchange (**HSKE**) related projects. At the heart of this are our **uLearn Naturally Media Services** and our **abuDANCE in Schools** client development and service delivery plans.

Applicants need to demonstrate a 'can do' attitude, be able to work to a lifeline (aka deadlines) in a multi project self-driven environment, and possess an excellent grasp of the English language.

Primarily the Marketing Executive will be working on:

- a broad range of projects around media service developments (online internet radio & printed publications localised to local council / borough levels) and
- abuDANCE in Schools educational service sales targeted at primary and secondary schools nationally and also localised to local council / borough levels.

You must have previous marketing experience (or express high aptitude for marketing), be flexible, quick to adapt and comfortable with working on a range of tasks that range from website updates, social media management, email marketing, artwork design, print management, data entry, marketing mix workflow management, client visits, exhibition / presentations, research, reporting and sales.

There will also be the opportunity to become involved in the strategic development of innovative cooperative fundraising schemes and to develop marketing campaigns for the promotion of highly progressive local, national and global approaches to education and learning; advancing the unity of the arts and science across all spheres of knowledge management and human resource empowerment.

Conditions of employment:

- The above responsibilities are subject to the general duties and responsibilities contained in the written statement of conditions of employment (the contract of employment).
- S/he is required to support and encourage the Trust's ethos and its objectives, policies and procedures as agreed by the governing body.
- S/he shall uphold the Trust's policy in respect of child protection and safeguarding matters.
- S/he shall be subject to all relevant statutory and institutional requirements.
- S/he may be required to perform any other reasonable tasks after consultation.
- The maintenance of confidentiality is critical, as is correct alignment to the Trust's strategies and service tactics.
- This job description allocates duties and responsibilities but does not direct the particular amount of time to be spent on carrying them out and no part of it may be so constructed.
- This job description is not necessarily a comprehensive definition of the post. It will be reviewed at least once a year and it may be subject to modification at any time after consultation with the post holder.

Principal Duties/Tasks and responsibilities

1. Marketing Mix Functions

- Email and direct (postal) mail marketing
- Social media
- Tele-marketing
- Client relationship management - Data entry
- Website updates
- Exhibition management
- Reporting for visitor numbers and digital platforms
- Print management for promotional materials
- Assisting in sourcing image rights
- Copywriting
- Product development (learning resources)

2. Advertising Sales

3. Educational Service Sales

NB this job description is provided to assist the post holder to know their principle duties. It may be amended however from time to time in consultation with you, by or on behalf of the CEO of Abundance Centres (UK) without change to the level of responsibility appropriate to the grading of the post.

Person Specification

Specification	Essential	Desirable
Qualifications:		
• Marketing degree or other qualification		√
• Business / management related degree or other qualification		√
• Experience of managing digital communication channels including websites, Facebook and Twitter.	√	
General Marketing Skills:		
• Excellent communication skills, specifically written English	√	
• A high level of accuracy and attention to detail, proof reading and collating complex information into reports.	√	
• Excellent IT skills with specific experience of working with databases, CMS, MS office applications and social media.	√	
• Highly organised	√	
• Excellent time and project management skills with the ability to juggle a wide range of competing demands.	√	
• Ability to work under pressure and meet lifelines (deadlines)	√	
• Ability to work for periods of time alone and for other periods of time closely within a team.	√	
• Experience of working with content management website platforms (Joomla, Weebly, Wordpress, Magento etc), client relationship management systems, project management systems, Google analytics		√
General Sales Skills:		
<ul style="list-style-type: none"> ○ Advertising Sales Marketing and ○ Educational Service Sales Marketing 		
• To establish excellent customer relationships and provide a high standard of service to customers / clients.	√	
• To meet or exceed agreed sales targets by sustaining the current level of contact with existing customers and identifying new sales opportunities in order to increase levels of business		√

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activity and revenue.		
<ul style="list-style-type: none"> • To ensure that all records (manual or electronic) are kept up-to-date and accurate. 	√	
<ul style="list-style-type: none"> • <i>Most challenging part of the job:</i> The role can be demanding as it requires the post-holder to achieve set goals within fixed lifelines (deadlines) in a competitive market place. 	√	
<ul style="list-style-type: none"> • <i>Advertising Specific Sales Skills:</i> 		
<ul style="list-style-type: none"> ○ To devise and sell effective audio and in-print advertising campaigns to existing and new customers. 		√
<ul style="list-style-type: none"> ○ To ensure that copy and pre-payment (where applicable) are accurately processed within the appropriate lifelines (deadlines). 	√	
Work Experience:		
<ul style="list-style-type: none"> • Previous experience of working in marketing role 	√	
<ul style="list-style-type: none"> • Previous experience of working in sales role 		√
<ul style="list-style-type: none"> • Relevant experience in an arts / educational organisation 		√
Behaviours/characteristics:		
<ul style="list-style-type: none"> • A positive team player 	√	
<ul style="list-style-type: none"> • Ability to occasionally work alone for periods of time under remote supervision. 	√	
<ul style="list-style-type: none"> • Flexible and adaptable 	√	
<ul style="list-style-type: none"> • Creative and innovative 	√	
<ul style="list-style-type: none"> • Proactive and dynamic 	√	
<ul style="list-style-type: none"> • Demonstrates initiative and personal leadership 		√
<ul style="list-style-type: none"> • Values culture and self-improvement through learning 	√	

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Key conditions of service

Location:	Abundance Centres (UK) Chestnuts Community Centre, 280 St Ann's Road, London N15 5BN
Hours:	35 hours per week, including some evening and weekends. Days/hours to be agreed.
Contract:	tbc
Salary:	£18K per annum pro rata
Leave:	25 days pro rata
Probationary period:	3 months

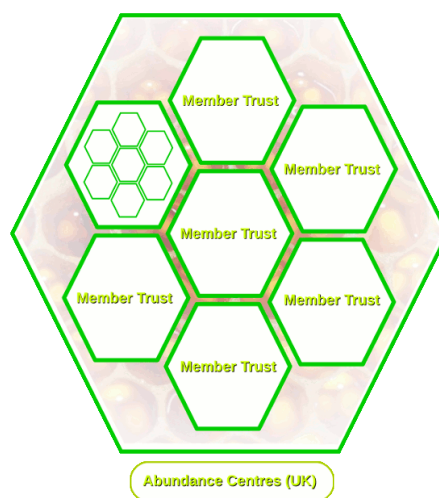
More Info on The Trust

The **Abundance Centres (UK) Development Trust** [referred to as *The Trust*] is a constituted organisation (not-for-profit company) operating as a social enterprise. We are a pioneering community-led learners' co-operative focused on improving the educational, physical and social well-being of children contextualised within family and community. We also trade as **uLearn Naturally Learners' Co-operative**.

Complementing our values of education and well-being, we are determined to work holistically thus valuing high quality leisure and relaxation time, intelligent play, mindfulness and social networking. We know these to be typically under realised integrals to life-long learning, they are evidenced to enable truly increased consciousness, competencies and social cohesion for both children and adults.

The nature of our co operative constitution has allowed us to bring together many leading organisations (similar to the mode of a consortium), thereby bringing the benefits of a broad range of expertise and experience. As a not-for-profit company we will continue to refine our governance structures to achieve our cooperative aims perfectly, offering an increasingly broad range of support services and products to our Member Trusts.

In general the objectives of the Trust are to carry out activities which benefit the communities of UK and members of the Trust in regard to true community engagement, family directed learning and personal development in the realms of education, well-being and social networking. In particular, our mission is to establish and maintain centres of service with the principles and general intention of bringing about community engagement, creativity, cross-curricular learning and/or unified ways of coming to know that which specifically enables and enriches the learning of the sciences and maths through the arts, intelligent play and the dissemination of wholistic pedagogical (learning) practices.



JOB DESCRIPTION: Media Development Assistant - [page: 5 of 6]

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Membership to this Umbrella organisation:

Community groups and associations can become members (Member Trust) of the umbrella organisation **Abundance Centres (UK) Development Trust**. Membership expands and enriches our network of community-led learners' cooperatives strengthening our capacity to secure resources and strategic advantage for them and the collectives they serve. The general public may also become members through our direct **uLearn Naturally Learners' Co-operative** courses, services and products.

The Trust provides general guidance and support on matters of best practice, policy and intelligence regarding relevant local, national, European and global issues and developments. For Member Trust status, access to these services and products, and strategic advantages each Member Trust is charged a nominal or fixed membership fee (which is reviewable), payable on a quarterly term (3 monthly) basis or other such terms as the Trust may periodically determine.

Member Trusts are independent organisations with their own powers of sovereign governance, they are NOT branches, franchisees, subsidiaries nor joint-venture partners of Abundance Centres (UK). This said all guidance and directives we issue must be considered carefully by Member Trust's Executive Committees.

The specific benefit of our overall ethos, stated above, which we bring to our projects and programmes is that we effectively:

- contextualise nature through creative pedagogies to best bring out core knowledge, freedom of expression and well-being from learners; peace, mindfulness, principled living, productive capacities, healthfulness, humanity (dignity).
- support the learning of children and families of all backgrounds within respect of their family and community cultures.

Currently there is much evidence to point to the need for more creative approaches to education to honour real learning potentials, the need to make intelligent play and culturally sound early learning experiences relevant to our rapidly changing society is of utmost importance in the growing call for social justice and the removal of systemic inequalities.

Towards communal long-term advantage we work to refine and build up study groups, management teams and networks, drawing upon London wide talent, national and even international experience, with a view to bringing systematic enrichment everywhere within our national (UK) remit and beyond.