

## JOB DESCRIPTION

Post:	Commercial Marketing Coordinator
Responsible to:	Head of Commercial
Hours of work:	7.5 hrs per week
Remuneration:	£27,500 pro rata

**Our Mission is to curate, support and facilitate people and ideas  
that make ethics matter in the world.**

### Role

1. Provide marketing and communications support for the commercial work of Conway Hall Ethical Society, with a focus on Venue Hire
2. Produce regular engaging content around our commercial offer for Conway Hall's social media channels
3. Keep the venue hire pages of the website up to date
4. Design and schedule regular email mailouts to engage clients with our offer
5. Produce regular analytics reports on marketing performance and engagement
6. Proactively seek out new opportunities to increase our reach

### Key relationships

1. The Commercial Marketing Coordinator is expected to develop close and effective working relations with the Head of Commercial and Senior Commercial Manager.
2. They should work collaboratively with the Programmes Marketing Coordinator, who will primarily support the needs of the Programmes Department.

### Other

1. Comply with Conway Hall's policies such as health and safety, equal opportunities etc.
2. Attend meetings and events when required, including staff meetings.
3. Support the culture of fundraising throughout Conway Hall's activities and staff.
4. Undertake training, as required.
5. Participate actively in the life of the Society and venue.
6. Any other reasonable duties as required by the Head of Commercial.

### Person Specification

#### Essential experience

- A minimum of 2 years' experience in a marketing role, ideally within an arts, culture or charitable setting
- Professional experience managing social media accounts
- Design experience (e.g. InDesign, Canva)
- Experience of managing email campaigns in Mailchimp or similar
- Experience of managing website updates in WordPress or similar

- Proficiency with Microsoft Office Suite

### **Desirable experience**

- Basic video editing experience (e.g. Premiere, Capcut, VSD editor)
- Knowledge of the arts and charity sectors
- A visual understanding of branding and design

### **Skills and qualities**

- A proactive, energetic attitude to work
- A creative thinker with a positive, flexible and solutions-focused approach
- Well organised, with the ability to work on multiple projects concurrently
- Self-motivated and able to work autonomously, as well as collaboratively within a team
- Excellent written and verbal communication skills
- A commitment the Charitable Object and aims of Conway Hall

### **Terms:**

Salary:	As per the contract
Hours:	7.5 hours per week
Holidays:	Pro rata 24 days per annum, plus one week over the Christmas holiday period, (all based upon 37.5 hours per week).
Probation period:	Three months.
Pension:	An optional stakeholder pension scheme is available. Employee contribution of 3% is matched by 5% from the employer.