**Job Description and Person Specification**

**Job Title:** Marketing Coordinator

**Contract type:** Six months (with view to permanent)

**Responsible to:** Service Leader

**Staff responsible for:**Sales volunteers

**Location:**   Putney, Ashburton Centre

**Salary:** 25-27K pro rata

**Hours:**  28hours/ wk

**Job Purpose:**To generate sales leads and convert to customers, product sales, building a sustainable customer base for the business and market the work or and charity.

**OVERVIEW**

We at Regenerate and 'The Feel Good Bakery' are looking for a Marketing Coordinator to join our team in promoting the charity and its services.

Regenerate is a youth charity that provides a variety of innovative projects to support young people from disadvantaged areas or background to reach their potential and make change for good in their community.

The Feel Good Bakery is a Community Interest Company and social enterprise, which is owned by Regenerate. It creates employment, training and development opportunities for ex offenders and young adults, whilst generating funds towards feeding programs at our international partner projects. For every sandwich we sell, we provide a meal for a child in need.

The successful candidate will be supported and managed by Regenerate’s Service leader and will be mentored in the new role from proven successful entrepreneurs and marketing representatives from the business world.

**MAIN RESPONSIBILITIES & TASKS**

* Develop relationships with key stakeholders both internal and external.
* Develop and implement a marketing strategy
* Deliver marketing plans, advertising, direct marketing and campaigns to boost sales for TFGB and fundraising for Regenerate
* Create awareness of the Regenerate and TFGB service and brand
* Communicate with target audiences regularly
* Help organise and attend regular promotional meeting for The feel good bakery that generate sales and meet sales targets
* Help organise and attend regular fundraising events and exhibitions for Regenerate
* Support the CEO and Regenerate team to deliver agreed activities
* Source advertising opportunities and place adverts in the press or on the radio
* Work closely with in-house staff or external creative agencies to design marketing materials such as brochures and adverts for the TFGB and Regenerate.
* Write and proofread marketing copy for both online and print campaigns
* Produce creative content, including videos and blog posts
* Run social media channels (e.g. Twitter, Facebook and LinkedIn) to enhance audience engagement
* Liaise with designers and printers and arrange the effective distribution of marketing materials
* Help manage and maintain and update customer databases
* Conduct market research, for example using customer questionnaires and focus groups to capture customer feedback for the feel good bakery.
* Evaluate and review marketing campaigns
* Track marketing performance and return on investment and prepare weekly or monthly reports for management
* Monitor and report on competitor activity
* Oversee and manage the marketing budget.
* Any other tasks or duties as required

**PERSON SPECIFICATION**

**Essential**

* Excellent communication and interpersonal skills
* A commercial awareness
* A proven ability to think strategically
* Clear marketing and sales aptitude; effective communicator, persuasive in dialogue, able to close prospects
* Tenacious, results focused, with a can do attitude. Able to think creatively to overcome barriers
* A quick learner able to develop a knowledge of TFGB’s products, services and beneficiaries
* Passionate about TFGB and its parent company Regenerate; motivated by social value, passionate about young people, social justice and our values and ethos
* Able to work in a team
* Administratively competent with a commitment to accountability and reporting
* Flexible and humble approach to work demonstrating a willingness to much in where cover is needed (essential in a start up)

**Desirable**

·   Driver

·   Experience working to targets

·   Track record in marketing

**Key Performance Indicators**

* Product Sales
* Number of new customers generated
* Number of meetings had
* Number of leads contacted
* Timely Reporting
* Effective administration

**Environment**

* Office in Putney, London
* At specific times, working unsociable hours may be required during events, which may include evenings and occasional weekends