

JOB DESCRIPTION

- Job Title:** Marketing & Impact Co-ordinator (Part Time)
- Reporting to:** Chief Executive Officer (CEO)
- Reports from:** Office and non-Office based volunteers
- Purpose of Job:** The Marketing & Impact Co-ordinator is responsible for the promotion and positioning of P2P's services.
- Location:** Based in the main office located in Maidenhead.

Key Responsibilities:

- Form part of the senior management of P2P
- Responsibility for marketing & positioning of P2P
- Oversight for the administration of customer, stakeholder and membership databases.

1. Management Team

Contribute to the overall organisational development of People to Places working under the CEO and with the Operations Manager and HR Officer.

- 1.1 Contribute to Business & Organisational Development and Community Fundraising Committees, plus the Board of Trustee meetings as required.
- 1.2 Undertake marketing (volunteer) recruitment, supervise and manage following P2P policies.
- 1.3 Liaise with staff and volunteers regarding developing new services, trips and rambles programmes.
- 1.4 Take responsibility for risk management within the sphere of marketing activities.

2. Marketing & Positioning

Build the profile of People to Places as a local charity providing access & mobility support services across the Royal Borough of Windsor & Maidenhead. Key metrics are:

- Number of members
- Number of volunteers
- Number of passenger journeys
- Number of mobility equipment hires
- Number of service users
- Income through donations, community fundraising and legacies

- 2.1 Lead on the marketing and positioning of People to Places
- 2.2 Lead on recruiting volunteers
- 2.3 Liaise with the HR Officer to ensure compliance with GDPR regulations and current good practice.
- 2.4 Design, produce and distribute hardcopy marketing materials

- 2.5 Lead on the development of our social media profile
- 2.6 Manage and develop our stock media database including production and storage of media

3. Customer Administration

Oversee the administration of customer, stakeholder and membership databases.

- 3.1 Oversee administration of membership and customer databases, working with:
 - CEO: “Friends”, key partners and stakeholders, staff and volunteers
 - Scheduler: Community Transport and Joint membership, Home- to-School and Day Care Centre users/carers and TAPS users
 - Shopmobility Assistants: Shopmobility membership and day/extended hire users
- 3.3 Extract statistical information for monitoring and reporting purposes
- 3.4 Extract marketing information for promotional purposes (i.e. mailing lists)

4. Contribute to Other Activities of the charity

Support the overall vision and aims of People to Places

- 4.1 Support the promotion of the organisation and its vision at any opportunity as appropriate

PQASSO

- 4.2 Oversee the working towards PQASSO quality standards and appropriate developments in the organisation

Health & Safety

- 4.3 Support the safe operation of the organisation by pro-actively responding to any situation that may cause concern and to report such concerns to the CEO as necessary

General

- 4.4 All staff are occasionally called upon to support the work of colleagues
- 4.5 Undertake any other tasks commensurate with the position and level of authority within P2P as directed by the CEO or Operations Manager

Date: September 2019

PERSON SPECIFICATION

Job Title: MARKETING & IMPACT CO-ORDINATOR

	ESSENTIAL	DESIRABLE
Education	Educated to A level standard/ or equivalent.	Experience or training in a transport or voluntary sector related context.
	Competent user of IT systems	Willing to undertake relevant training in furtherance of the development of the organisation
Work Experience	Highly competent marketing and organisation skills	Good experience of social media or prepare to learn
	Good customer relations skills	Empathy with service users, their families and carers
Personal Qualities	Good written and verbal communication skills	
	Creative, with good design skills	
	Able to prioritise workloads and good time management skills	
	Team player	
	Willing to embrace systems change where necessary	
	The ability to converse easily with members of the public and respond effectively to questions in spoken English.	
	Commitment to equal opportunities	
Circumstances	Flexible in approach to hours worked, with the ability to attend occasional evening and weekend activities and meetings outside the office.	Full, clean Driving License
	A full enhanced DBS check must be satisfactorily completed prior to an appointment being confirmed	

Date: September 2019