

Marketing Officer Job Description

Job Location:	Head Office
Responsible to:	Marketing Manager
Responsible for:	None

1. Introduction to Chest Heart & Stroke Scotland

NO LIFE HALF LIVED

Everyone has the right to live life to the full. After a diagnosis of a chest or heart condition or a stroke, many people experience fear and isolation and struggle with the impact on their lives. Chest Heart & Stroke Scotland won't stand for that. The care and support we deliver every day ensures everyone can live the life they want to.



Our Vision: welcome to a Scotland where people with our conditions can live their lives well. Full lives, with the right support, at the right time and in the right place. A place where you can shape your future and live the life you want to lead.

Our Mission: welcome to a community where people can support each other, secure the expert help they need and collectively advocate for the care that matters to them. Welcome to the charity that never underestimates the power of a cup of tea, a conversation started, a recovery begun.



No Life Half Lived means we need to listen to people with our conditions and deliver well for them. We have identified four goals to get us there.

We will place our focus on **addressing the unmet needs** of people with our conditions - social, emotional, and physical - across all Scotland's communities.

We will be **led by our people:** people with lived experience of our conditions, their families & carers, friends, colleagues and healthcare professionals.

We will secure the **funding required to deliver via a diverse income portfolio that is consistent with our values** and ethical approach.

We will be **effective and accountable** in all that we do.

We have developed six values to guide us in delivering against our goals:

Agile: we will be able to adapt to the needs of our people and the environment we work in.

Innovative: we will look for improvement in what we currently do and be creative in developing new services.

Inclusive: we will adopt a human rights based approach to our work and ensure we are accessible.

Accountable: we will take ownership for our work and hold decision makers to their responsibilities.

Collective: we can only achieve our goals by working together and learning from each other.

Courageous: we will say what needs to be said and do what needs to be done to meet our goals.



2. Job Purpose

To support the Marketing Manager in developing effective marketing plans and delivering impactful marketing activities to promote the charity's work to new and existing audiences.

3. Key Challenges

- Working across teams and with internal stakeholders to deliver impactful marketing activity to promote CHSS.
- Delivering high quality work, sometimes meeting tight deadlines.

4. Key Responsibilities

- Support the Marketing Manager in developing strategies that will maximise engagement with the charity's services, retail activity, fundraising opportunities and volunteering opportunities.
- Support the Fundraising Team and Marketing Manager with the development and delivery of a new fundraising proposition.
- Work with departments across the charity including Communications and Design colleagues to develop engaging materials for marketing campaigns and events.
- Deliver marketing activity that will grow our supporter-base across Scotland.
- Engage with existing and potential supporters in encouraging them to engage with the charity.
- Grow our marketing networks to promote our services, retail offers and opportunities to get involved in supporting the charity.
- Undertake reactive and routine marketing-related tasks as directed by the Marketing Manager.
- Work with Communications colleagues to find stories that celebrate the contribution our supporters, volunteers and services make to our cause and inspire others to take action.

5. Key Results/Objectives

- To deliver marketing activity that maximises attendance at our fundraising events and engagement with our fundraising offers.
- To deliver marketing activity that attracts new volunteers, maximises uptake of our service offers and draws people to our boutiques.
- To grow awareness of the charity and its diverse work.
- Maximise opportunities to grow the charity's profile online.

6. Dimensions

Budget responsibility: None

Contacts:	(Internal)	Communications Department Fundraising Department Services Department Corporate Services Department Other staff across CHSS Strategy and Innovation Department
	(External)	CHSS supporters and stakeholders General public Suppliers and agencies

The above job description is not exhaustive and is clarified to include broad duties inherent in the post. Evaluation and development of this post may, in time, indicate a need to revise duties herein.

Person Specification

	Essential	Desirable
Education and Knowledge	<ul style="list-style-type: none"> • Relevant formal qualification and/or evidence of vocational training in an appropriate specialist discipline eg. Marketing. 	
Previous Experience	<ul style="list-style-type: none"> • At least four years' experience working in a marketing role. 	<ul style="list-style-type: none"> • Experience working in a marketing role in the third sector
Skills Aptitudes Abilities	<ul style="list-style-type: none"> • Demonstrable experience of analysing and organising diverse materials, both text and graphics • Proven track-record of delivering impactful marketing campaigns. Excellent written and verbal communication skills • Experience of managing work in pressurised situations; prioritising workload and multi-tasking without sacrificing quality of work • Excellent attention to detail. • Proven knowledge of utilising Marketing software and/or applications • Proven knowledge of using digital marketing techniques to deliver results. • Strong project management and organisational skills • Computer literacy (Microsoft Office; Word, PowerPoint, Excel) 	<ul style="list-style-type: none"> • Understanding of General Data Protection Regulations • Understanding of Privacy and Electronic Communications Regulations • Current driving licence and the use of a car for work
Disposition	<ul style="list-style-type: none"> • Commitment to ethos of the voluntary sector • Commitment to equal opportunities • Willingness to work flexibly • Commitment to working together as part of a team to deliver ambitious goals 	

Summary of Terms and Conditions of Employment

Term:	Permanent
Salary:	Grade 4(i), Scale Points 23-30, £23,211 - £28,997 per annum (Implementation of job evaluation exercise – review pending) <i>New appointments are normally placed at the base of the salary scale unless there are exceptional circumstances.</i>
Hours of work:	32.5 hours per week (CHSS full-time is 32.5 hours) Willingness to work flexibly including travel and, on occasion, to stay away from home
Review of Work:	The postholder is subject to the CHSS objective setting, supervision and appraisal process.
Annual Leave:	CHSS leave year runs from 1st April to 31st March. Employees are entitled to 36 days annual leave in their first year of service (including public holidays). An employee will be awarded one extra day's annual leave for each complete year of service up to a maximum of 42 days (including public holidays). These allowances are pro-rated for part time employees and further pro-rated for those who join or leave CHSS during the leave year.
Pension scheme:	CHSS offers a Group Personal Pension Plan, which has been established with Aviva. The Plan is a money purchase arrangement. You can choose at what rate you wish to contribute (subject to a minimum age related contribution) and how to invest your own contributions and those made by CHSS. The emerging fund at the point that you wish to take the benefits is then used to purchase a pension that is paid for the rest of your life. Employee's and Employer's Contributions are paid on the portion of the employee's salary which is above the National Insurance contributions threshold (the Lower Earnings Limit). Employees who meet the relevant criteria are "automatically enrolled" in the scheme. There are also schemes which provide death-in-service benefit and permanent health insurance.
Equal Opportunities:	CHSS is committed to equality of opportunity and to no discrimination on the grounds of race, religion or belief, age, sex, marital or civil partnership status, disability, sexual orientation, transgender status, pregnancy or maternity.