

JOB DESCRIPTION

Marketing & Events Co-ordinator

Job Title:	Marketing and Events Co-Ordinator
Department:	Marketing
Location:	Wildheart Animal Sanctuary, Sandown, Isle of Wight
Reports To:	Marketing & Communications Manager
Functional Relationship:	Marketing manager, Tourism Authorities, Media and Marketing Sectors

General Function of the Position

The Wildheart Trust is looking for an energetic and creative individual to help drive forward its events programme and promotional outreach activities. The role will support the work of the Trust through raising awareness, driving engagement with the public and increasing support for its activities. The successful candidate will work within the broader marketing and communications team to give support and help with wider marketing activities, promotional work and administration duties.

Organisational Values

The Wildheart Trust has five values that form the core of how employees carry out their work at The Wildheart Animal Sanctuary and across any future organisational developments it may have. The values shape the culture of the organisation and demonstrate what is important within The Wildheart Trust. These values focus on how we do our job and how we conduct ourselves in the workplace, and as a Trust.

Care	We treat every being with respect and compassion, and we care about maintaining high standards in all that we do.
Integrity	We are honest, responsible and accountable so that we can be trusted.
Commitment	We work hard to honour our mission and are devoted to the people and animals in our care.
Positivity	We need a special combination of pragmatism, passion and optimism to tackle really tough issues that sometimes seem insurmountable.
Learning	We never stop learning and together we share our knowledge to foster love for the natural world and for animals.

Key Tasks	
Events Planning	<p>Work with the Marketing and Communications Manager to plan and deliver an exciting calendar of events throughout the year to help raise awareness of the Wildheart Trust and drive funds to support its work.</p> <p>To be a hands-on events manager, setting up and managing these to ensure they run smoothly and to expectation, make sure all guests have an enjoyable and unforgettable experience.</p> <p>Assist in the design and delivery of marketing strategies for the events, including linking with local business as appropriate to ensure they are well represented whenever possible.</p> <p>Work to fixed deadlines, planning multiple events concurrently, ensuring all the elements are brought together and delivered on time and on budget.</p> <p>Act as the main point of contact for events for staff and public alike.</p>
Advertising & Promotion	<p>Be creative, identifying opportunities to promote the Trust, drive engagement, linking with local and national events.</p> <p>Be customer facing around the sanctuary site upselling and promoting memberships and adoptions</p> <p>Identify outreach opportunities and lead on these running stalls at various shows, events and festivals around the island as well as attending relevant industry events to promote the Trust.</p> <p>Attend meetings with the Marketing Manager and help build relationships with account executives to design and execute advertising campaigns.</p>
Market Research	<p>Coordinate the collection of visitor data to enable better understanding of our audience in order to develop the offer to visitors and the charitable messaging to potential funders.</p>
Administration	<p>There will be an administrative side to the role answering the phones and assisting with various office tasks to ensure the smooth running of the head office team</p>
Health and Safety	<p>Ensure all health and safety procedures at events are understood and adhered to.</p> <p>To comply with all health and safety requirements as per the Wildheart Animal Sanctuary Health and Safety Manual.</p>
Human Resources	<p>Attend formal and informal training as required.</p>

Person Specification Details	
Qualities	<p>The role would suit a personable and enthusiastic character who is comfortable connecting with people of all ages.</p> <p>A clear and sympathetic understanding of our work and the aims of the Trust.</p> <p>Evidence of continuous professional development as well as a keen willingness to learn.</p>

	<p>Friendly and outgoing character.</p> <p>Good time keeping and organisational abilities.</p> <p>A keen eye for an interesting story, whether that is for an article in the local news or to distribute through our social media channels.</p>
Experience	<p>Experience in a similar role is highly desirable but character, a spark and the right can-do attitude will be equally important to the success of this role.</p> <p>Candidates must be able to manage multiple tasks at the same time, with no compromise on quality of delivery.</p>
Skills and Abilities	
Written	Strong writing in long and short form, understanding of language and proof-reading skills.
Time management	Ability to prioritise workloads and time management skills.
Customer focus	Exceptional skills in customer care.
IT	A good competency with IT skills – comfortable with Microsoft Office applications & Adobe suite.
Teamwork	<p>Actively participates as a member of a team to move the team toward the completion of goals.</p> <p>Contribute actively and fully to team projects by working with colleagues collaboratively, working towards consensual solutions that enhance the output of the team.</p> <p>Comfortable with taking ownership of tasks and working independently.</p> <p>Accepts share of workload.</p> <p>Excellent verbal communication skills.</p>
Living the values	An understanding of the values and behaviour expected within the role.
Charitable outputs	An understanding of how this role supports the delivery of our charitable outputs.