

Sales and Marketing
Manager
Job Description



Job Title	Sales and Marketing Manager
Location	The Resurgence Centre, Hartland
Reporting to	The Trust Management Team
Effective date of JD	September 2023
Remuneration	£24,562.72 per annum
Contract Type	Fixed Term (Due to funding), Part-time (28 hrs per week), 24 Months.

This job description is not a comprehensive definition of the post. Discussions will take place on a regular basis to clarify individual responsibilities within the Trust's structure and the character of the post as identified below.

We are committed to safeguarding and promoting the welfare of children and vulnerable adults and expect all staff and volunteers to share this commitment.

This role requires the ability to fulfil all spoken aspects of the role with confidence and fluency in English.

The Resurgence Trust is an equal opportunity employer and values diversity. All employment is decided on the basis of qualifications, merit and the needs of the Trust.

This post is based at The Resurgence Centre, Hartland.

Responsibilities

The Sales and Marketing Manager will be responsible for increasing the reach of The Resurgence Trust through its platforms and will generate significant new income to The Resurgence Trust.

Primary responsibilities

To carry out sales & marketing activities for The Resurgence Trust working with the marketing team.

- To develop and execute promotional and marketing campaigns for The Resurgence Trust, in order to increase membership, regular supporters, and attendees to our events.
- To communicate the vision and values of The Resurgence Trust and ensure all campaigns are underpinned by the charity's business plan.
- To promote the reputation, values, and ethos of The Resurgence Trust.

Secondary responsibilities

- To develop partnerships and identify potential sponsors, to expand our reach through the networks of likeminded organisations.
- To ensure the effective distribution of The Resurgence Trust's promotional information and materials through social media, mailings, in print and direct contact.
- To carry out administrative duties to ensure the successful operation of The Resurgence Trust sales and marketing activities.
- To execute and manage social media campaigns to build followers, enhance visibility, and drive engagement, and to work with the Social Media Manager to publish impactful content to social media channels on a regular basis (Facebook, Instagram, Twitter, YouTube, etc.).
- To perform 'social listening' to identify influencers and maximise outreach opportunities.
- To create captivating, engaging and inspiring digital content, optimised for search engines.
- To conduct analysis to assess the performance of digital content and campaigns.
- Support other programmes within the Trust.

Requirements

Essential requirements

Excellent written & verbal communication skills, be highly organised with excellent attention to detail.

Commitment to the values, principles, and holistic philosophy of The Resurgence Trust, with demonstrable evidence.

Two years' experience in a marketing, communications, or social media role.

A degree in related field such as marketing, media and communication, social media management and business management, or equivalent experience.

Enthusiastic, energetic, and passionate about working in the charity sector.

Proven track record of digital marketing and sales.

Highly skilled, with extensive experience working with various social media platforms.

Sound understanding of Google analytics, SEO, web traffic metrics and keyword search.

Computer literate and proficient in using Word, Excel and Outlook and relevant operating systems.

Experience of, and competence in, performing under pressure and meeting deadlines.

Ability to write effective and impactful copy, and create content for different platforms from existing articles and videos.

Desirable qualities and experience

Experience of working in a team within a small not-for-profit organisation.

Understanding of current environmental issues.

Performance management

The annual performance review is based on this overall job description.