

<b>JOB TITLE</b>	Marketing officer
<b>APPOINTMENT</b>	17.5 hours per week (0.5FTE)
<b>SALARY</b>	£33k FTE
<b>LOCATION</b>	Hybrid working role based out of our Salisbury office (at which regular attendance required); or fully office-based.
<b>REPORTS TO</b>	RSCM Director

### **ROLE DESCRIPTOR**

The role holder is responsible for the development and delivery of the RSCM marketing plan. The plan will be delivered with some assistance of external contractors, with whom the role holder will be the primary contact, and with input from individuals across the organisation.

Although the post holder will not carry out all the tactical marketing activities, they need to have the capability to do them in the case when the external partner is not available, or workload is particularly high; this will include mailings to our database lists.

The post holder is responsible for the success of marketing activity (against KPIs set in agreement with the Brand Development Group), monitoring and adjusting activities as necessary to improve results; and for making recommendations on larger scale changes, should they be needed.

The post holder would be expected to work with the senior managers to actively drive membership subscriptions, sales of events such as singing courses, and products such as '*Hymnpact!*' a singing resource aimed at encouraging singing in primary schools. They will be expected to support the charity's fundraising work through the provision of effective marketing materials and campaigns. Some of the work will be in support of RSCM Enterprises, RSCM's wholly-owned trading subsidiary.

### **PERSON SPECIFICATION**

At least 5 years' experience in a hands-on role in a marketing communications department or marketing agency.

### **ESSENTIAL SKILLS**

**As a team player, you will be able to show you can:**

- Work with a small, hard-working and dedicated staff team

- Coordinate marketing activity by working effectively with internal RSCM colleagues, and with external / contractor / freelance partners to deliver marketing outcomes efficiently and cost effectively.
- Work as part of a group organising largescale in-person events (e.g. a Conference), off site, taking the lead as appropriate and 'mucking in' on the day
- Work to deadlines, balancing and prioritising multiple deadlines

**As a creative thinker, you will be able to:**

- Write clear, concise and persuasive copy (for emails, website and social media)
- Brief external PR experts appropriately, so they can craft news stories that generate coverage

**As an experienced marketer, you will be able to demonstrate:**

- Strong awareness of processes and analytics. The RSCM is a complex organisation and resources are limited. Efficient processes, that maximise the value of input from others in the organisation, and an ability to interpret and present data (via analytics or the CRM) will be key to maximising the impact of the marketing function.
- An effective, commercial mindset – the RSCM is a charity, but it must sell its products at a profit to survive.

**IT SKILLS**

**You will be able to demonstrate:**

- Good knowledge of software and systems including:
  - o Microsoft Office Suite (including Teams);
  - o Hootsuite;
  - o CRM packages (such as CIVI)
- Creative, effective facility with social media, including Facebook, X (formerly Twitter), Instagram etc.
- Good, working knowledge of products such as Google Analytics, Google Ads
- Working knowledge of design software (Adobe InDesign) and web developer software

**DESIRABLE ATTRIBUTES**

- Knowledge of church structures and language
- Knowledge of basic music terminology
- A love of church/choral music
- An interest in, and empathy with, the mission and aims of the RSCM

## **External partners**

Social media contractor (p.t.) (the contractor undertakes some of the regular post scheduling)

PR contractor (p.t.) (engaged for selected projects)

RSCM Enterprises (publishing)

Hymns Ancient and Modern (which includes the Church Times)

## **Appointment is subject to;**

- Completion of the RSCM Safer recruitment process (including references and satisfactory completion of the RSCM's Confidential Self-declaration Form). Safeguarding training to be completed once in post.
- Right to work in the UK

*RSCM works to positively promote the importance of effective safeguarding, holding to the Christian belief of valuing each person as someone who bears the image of God and is loved equally by God, and therefore should be protected from harm.*