

Marketing and Communications Executive

Purpose: The Marketing and Communications Executive is responsible for the implementation of a strategic marketing and communications plan to develop and maintain the brand of Creative Land Trust and support delivery of its charitable purpose.

Salary: £36,000 pro rata => £16,400 - £21,600 for 2-3 days per week (14-22.5 hours per week)

Reports to: Chief Executive

The role:

Communications & Design

- Produce content, materials and campaigns that promote Creative Land Trust's mission and increase its profile in the property development, cultural and other relevant sectors.
- Maintain, update and deliver a detailed marketing plan and present reports on progress to Executive Team and Board of Trustees.
- Manage schedules of events, PR and content production, working where appropriate with external contractors.

- Manage (including content development) the CLT website, social media presence, SEO and other email marketing and digital tools.
- Monitor and report analytics relating to digital communications and use these to inform future content and strategy.
- Coordinate the design and sourcing of marketing collateral and site signage.
- Ensure key outward facing documents adhere to agreed brand visual identity guidelines. Ensure team are equipped with templates and tutorials to implement basic branding.

Graphic Design

- Oversee the design of all output, including impact reports, briefing documents, donor collateral and investor collateral (via outsourced support)

Press and Media

- Manage the media communications plan, including tactical and responsive press releases and processes for announcements.
- Manage and make best use of any pro-bono or paid consultants supporting our marcomms work.
- Develop and manage relationships with key media contacts and media teams in partner organisations.
- Research and secure media opportunities.

Fundraising Marketing, Donors & Philanthropy

- Manage delivery of collateral and events to engage with investors and donors.
- Responsibility for the stewardship of donors and legacy-givers through a defined stewardship process.

CRM

- Responsibility for oversight of the CRM system and its application and for ensuring continuing adherence to GDPR and PECR.
- Further develop CRM systems, processes and application with personal and executive team training.

Events Marketing

- Assist with launches, donor/investor and advocacy events, overseeing contracted suppliers as appropriate. Track event response and impact against Calls to Action.