

Job Description

Job Title	Marketing Assistant
Location	Glasgow
Reporting To	Director of Marketing and Communications
Salary	£18,000
Hours	35 hours per week
Status	Full Time (Six month probationary period)
Holidays	25 days plus 10 days public holidays
Benefits	As a compassionate organisation we care about our staff and have a range of employee benefits that make Glasgow Children's Hospital Charity a great place to work – please see our range of employee benefits here

Glasgow Children's Hospital Charity

Glasgow Children's Hospital Charity is an organisation committed to our vision that all children and young people who are treated at paediatric centres in the West of Scotland have the best care and experience possible. We provide world class medical equipment and research, innovative play programmes and enhanced family resources. As we embark on a new three year strategy and exciting period of expansion, we are delighted to advertise the newly created position of Marketing Assistant.

Our core values guide how each one of us works in our individual day to day job:

Compassionate	-	we care about sick children and young people
Ambitious	-	we aim to be the best in everything we do embracing innovation at all times
Collaborative	-	we are committed to working in partnership with our key stakeholders
Respect	-	an ethos of respect underpins all that we do
Reliability	-	we emanate trust in the organisation, and are recognised as being good and worthwhile

Job Purpose

Are you looking for an exciting marketing role with one of Scotland's leading charities?

If you're making your first move or have recently graduated with a marketing degree, we'd love to hear from you.

We are looking for an organised, enthusiastic Marketing Assistant to support our Marketing and Communications Team of two. Reporting to the Director of Marketing and Communications, you will be expected to hit the ground running and will quickly gain experience in all elements of the Charity's marketing strategy, including social, digital and content marketing.

You will require excellent copywriting skills, the ability to work both creatively and methodically, strong project management skills, and have a genuine enthusiasm to make a difference to the lives of the children and families who are treated at the hospital.

This is a very busy but rewarding role for someone looking to embark on a marketing career in the third sector.

Key Responsibilities

- In collaboration with the Marketing, Fundraising and Hospital teams, you will support the development of Glasgow Children's Hospital Charity as we embark on a new three year strategy;
- Working closely with the Marketing Officer and reporting to the Director of Marketing and Communications, you will support the development and implementation of the Marketing and Communications Strategy;
- Manage the Charity's extensive social media presence on a day to day basis, including content creation, monitoring and user engagement on Facebook, Twitter, Instagram and LinkedIn;
- Support the Marketing and Communications team's evening and weekend social media rota;
- Support the Fundraising Team with promotional support for their campaigns, strategies and events;
- Proactively develop the Charity's website with new, engaging content;
- Create marketing materials and content including flyers, posters and graphics for social media;
- Support and develop the Google Grants AdWords and PPC campaigns;
- Implement marketing strategies for all GCHC fundraising events;
- Provide marketing support for third party/ supporter-led events;
- Build relationships with agency suppliers and prepare branded design, print and digital collateral;
- Support GCHC's Trading strategy by promoting our products, hospital shop and online shop;
- Ensure that all stakeholders promote a consistent, on-brand message at all times;
- Share positive stories about patients, families, fundraisers and volunteers with internal and external audiences;
- Research, write and place stories in local and national media;
- Any other relevant duties as may be required by the Director of Marketing and Communications.

Additional Responsibilities

- To be committed and adhere to Glasgow Children's Hospital Charity's vision, mission and values.
- To actively consider professional development and determine training needs.
- To maintain and develop good working relationships with volunteers working with Glasgow Children's Hospital Charity.
- To provide cover if required to the Fundraising Hub located at the Royal Hospital for Children, Glasgow.
- To maintain and develop good working relationships with other members of the wider organisation including the Fundraising Team, Donor Care Team, Finance Team, Volunteer Team and the wider organisation.

Person Specification

Essential	Desirable
Marketing or Business related degree	Experience of marketing/ communications in a professional environment
Excellent oral and written communication skills	Experience of fundraising or volunteering
Strong understanding of digital marketing and social media	Experience of creating promotional materials and press releases
A proactive, hands-on attitude	Project or event management experience

Strong and confident presentation skills	Experience of the Raiser's Edge Database
Excellent digital skills	Knowledge of Data Protection Compliance and GDPR
Valid driving licence and access to a car	Experience of working in the Charity Sector
Smart appearance	Familiarity of the work of Glasgow Children's Hospital Charity
Excellent time-management skills	
Ability to adopt a flexible approach in response to new challenges	
Committed to continuous professional development	
Competent level IT skills (full Microsoft Office Suite – Word, Excel, PowerPoint, Email, Internet)	