



Marketing Coordinator Job Description

- Hertfordshire Community Foundation - www.hertscf.org.uk
- Flexible, hybrid working from office in Hatfield, Hertfordshire
- Salary c.£24,000- £26,000 pa (FTE) based on experience + benefits
- 21 hours per week (0.6 FTE),
- Six-month contract which will be reviewed after 4 months with a view to extending the contract.
- Reports to: Project Manager, HCF Training & Development

About HCF

Hertfordshire Community Foundation is a grant making and philanthropy organisation that supports voluntary and community organisations across the county and enables donors to achieve their local charitable giving objectives. Since 1988 HCF has distributed in excess of £12m in grant aid and has supported over 1,000 charitable groups. The HCF Training & Development team supports the VCSE sector in Hertfordshire further by offering free training, advice and Board support to help organisations becoming stronger and more sustainable.

The role

We are seeking a highly motivated and enthusiastic marketing and events coordinator to lead on the marketing and promotion of HCF Training & Development's training and events.

This is an exciting opportunity to play a pivotal role in HCF Training & Development's future. Reporting to the Training & Development Project Manager and working closely alongside the HCF Marketing Officer, you will work on a wide range of programmes and with stakeholders across Hertfordshire.

The ideal candidate

We are looking for someone who ideally has marketing and events experience with either a commercial, public sector or charity background. We are small team, so you will need to be a team player with strong communication skills, who is able to take the initiative and manage their own workload. You will have a commitment to adhering to brand guidelines and have experience in hosting online events. We are also looking for someone innovative and confident in using digital technology. Together with your ability to think strategically and creatively you will ensure HCF Training and Development continues to improve its engagement to be one of the leading training providers in the Hertfordshire voluntary community.

Key responsibilities

- Updating the HCF Training & Development website with new course content, images, videos, and case studies
- Using the functionality of our Thinkific training website to run our training courses and enhance our training offer
- Use of web analysis tools, such as Google Analytics, to monitor the take up of our services
- Creating marketing and promotional material for our programmes and courses, writing copy for course descriptions and promotional flyers
- Designing and scheduling our social media content in line with our annual programme
- Creating and emailing out our weekly training bulletin and continuously analyse engagement metrics to suggest improvements to how we communicate with our mailing list
- Support to create video content to promote our courses and work for the website and on social media
- Work closely with the HCF Marketing Officer to ensure continuity of brand and design within HCF and to provide them with information for the HCF Annual Review and other key documents
- Assist the HCF Training & Development project team in organising and attending our key annual training events:
 - Your Workforce: Your Future (Sept)
 - Hertfordshire Trustee Conference (Nov)
 - Plus Ad Hoc events, such as project launches and funding fairs
- Liaise with HCF Trainers to run online and in-person training
- Build relationships within the Herts VCS sector to ensure key people across Herts stay informed of our work/events

Essential experience includes:

- Experience in a marketing or events role
- Experience in website maintenance
- Copywriting experience
- Social Media marketing and engagement experience

Desirable experience includes:

- Experience in using Canva
- Experience using video editing software
- Knowledge of the training & development sector
- Knowledge of the public sector
- Experience working or volunteering in the Herts voluntary sector

Required skills include:

- Strong communication and interpersonal skills
- An ability to think creatively and innovatively
- A strong interest in supporting the voluntary sector
- Strong commitment to the values of HCF, including equality and diversity
- Excellent organisation and time management skills

Further information

To find out more, or for an informal discussion about the role, please contact the Project Manager, Katie Spencer-Smith at hcftraining@hertscf.org.uk

To apply

Please send a copy of your CV and a supporting statement outlining why you think you are suited to this position and what you can bring to this role to: hcftraining@hertscf.org.uk

Application deadline Thursday 3rd October

Interviews will be held on Monday 7th October.