

## Marketing and events co-ordinator, Training & Development

### Job Description: September 2021

- 21 hours per week
- 12-month contract
- £22,500 pro rata

### About HCF

Hertfordshire Community Foundation is the natural port of call for grant making and philanthropy in Hertfordshire and supports voluntary and community organisations across the county. HCF provides a professional service to support 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. Additionally, HCF provides training and development support to the voluntary sector through HCF Training & Development.

**HCF Training and Development** currently provides workforce development and capacity-building for the voluntary sector. Funded by Hertfordshire County Council and private funders.

### The role

We are currently seeking a highly motivated and enthusiastic **marketing and events co-ordinator** to lead on the marketing and promotion of HCF Training & Development's training and events. This role is initially offered on a one-year contract, but subject to securing funding, has the potential to be longer term.

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 the county.

### The ideal candidate

We are looking for someone with previous 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 producing high quality marketing content, adhering to brand guidelines and have experience in organising 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 VCS community.

### Key responsibilities

#### Marketing:

- Updating the HCF Training & Development website on an ongoing basis with new course content, images, videos, and case studies
- 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 fortnightly training bulletin and continuously analyse engagement metrics to suggest improvements to how we communicate with our mailing list
- Assist the HCF Training & Development project team in producing their annual impact reports and developing case studies for funders
- Assisting with the annual review of the Hertfordshire Trustee Handbook (copywriting and design) and in the promotion of the handbook throughout the year
- 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

#### **Training Events:**

- 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
- Online workshop support: Support the project team with hosting our online training courses, providing admin support to trainers for online training workshops, monitoring registration and workshop follow up.
- Support HCF project managers and trainers to develop on-demand course content
- Build relationships within the Herts VCS sector to ensure key people across Herts stay informed of our work/events and support the HCF Training project team to promote our programmes to those specific groups

#### **Essential experience includes:**

- A minimum of 3 years' experience in a marketing or events role in the business, statutory or voluntary sector
- Experience in website maintenance and design
- Experience in using Canva
- Experience in producing Impact Reports
- Copywriting experience

#### **Desirable experience includes:**

- Experience using video editing software
- Social Media marketing and engagement experience
- Knowledge of the training & development sector
- Working in and/or supporting voluntary and community sector organisations
- Knowledge of the public sector
- Knowledge of and contacts in the Hertfordshire voluntary sectors

#### **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
- Willingness to undertake occasional evening/weekend duties
- Excellent organisation and time management skills

#### **For further information**

For an informal discussion and to find out more please contact Louise Marron, Project Manager, HCF Training & Development, on 01707 280332 or email on [louise.marron@hertscf.org.uk](mailto:louise.marron@hertscf.org.uk)

**To apply**

Please send a copy of your CV and a covering letter outlining why you think you are suited to this position and what you can bring to this role to:

Louise Marron, Project Manager: [louise.marron@hertscf.org.uk](mailto:louise.marron@hertscf.org.uk)

**Deadline: Friday 01 October 2021**

**Interview date: Thursday 07 October 2021**

**Start Date: Position is available now**