



Marketing Officer

Hours: Full Time, 35 hours per week

Based: Allia Future Business Centre Cambridge & Peterborough with travel to London as required

Reports to: Marketing Manager

Salary: Circa £28,000 depending on experience

Want to join an award-winning social enterprise that empowers businesses and charities through workspace, support and finance?

You'll be part of a busy marketing team and fully immersed in our impact work, through which we offer free business support to entrepreneurs, start-ups and charities across Cambridgeshire, Peterborough and London. Our venture support team of business advisors and programme managers helps hundreds of small businesses every year so that they can thrive and grow – and your role will be to promote their expertise in advising, coaching & mentoring, raising awareness of our programmes and getting quality applications from the most inspiring entrepreneurs and purpose-led start-ups in the region.

Allia Ltd is a charity that empowers good businesses through workspace, support and finance, creating positive impact for people, place and planet. As Allia approaches its 25th anniversary later this year, this role is an opportunity to promote the important work of its subsidiary Allia Impact, and contribute to the impact story of the whole organisation as it celebrates its quarter of a century milestone.

Role Responsibilities

Venture Support

- Working with the venture support team to plan & drive recruitment campaigns for each programme, including social media, website, advertising & digital marketing, creation of collateral to encourage applications
- Reporting on applications and recruitment campaigns, analysing effectiveness of marketing channels used
- Assist with the coordination of demo days and other venture support events, promoting, monitoring attendance, attending events to take photography and video & interview cohort
- Liaising with partner organisations' comms teams regarding PR, approvals and marketing
- Tracking budgets and expenditure

Impact Projects

- Working on marketing activities to promote Allia Impact's projects Agetech and Future Homes - such as the creation of reports and literature, PR, editing and creating video and other online assets

General marketing

Working with the rest of the marketing team, you will:

- Oversee social media accounts, update websites & landing pages - plus analysis and reporting of digital activities using Google Analytics
- Creating literature, adverts and collateral using Adobe InDesign, Canva and other programmes
- Creating email newsletters using Mailchimp and reporting on engagement
- Maintaining and updating the marketing element of Hubspot CRM to keep marketing contacts and subscriber data up-to-date
- Writing content & interviewing cohorts and team members for blogs and case studies
- Record and report on activities for monthly marketing report and quarterly board report
- Managing third party relationships with freelancers and agencies
- Coordinating team resources such as Content plan, Social media strategy and Marketing team activity planner
- Undertaking photography and video for general marketing use

Person specification:

You'll be a competent marketing professional with 2-3 years' experience of working in a busy marketing team under your belt, and a desire to develop your marketing career in a dynamic charity.

You'll be able to coordinate a number of fast-paced campaigns at the same time, to achieve specific goals, within agreed budgets, and measure their effectiveness and value.

You will be strong in digital marketing, but also have experience of the full range of marcomms skills, such as copy writing and editing, designing basic literature and social media assets, organising events and dealing with agencies.

Networking and meeting the ventures on our programmes and tenants in our Future Business Centres should come naturally to you, as should finding ways to promote our work and capture marketing opportunities as they arise. You will feel comfortable liaising with Directors, founders and entrepreneurs in addition to working with a broad range of team members, networks and contacts.

Essential:

- Degree qualified or relevant experience in a marketing communications role
- Good IT knowledge (Microsoft Office) with experience of WordPress, Mailchimp, Adobe Creative Cloud, Canva, Hootsuite
- Experience of using social media for marketing, both paid for and organic
- Strong at creating engaging and well written communications
- Excellent team working skills
- Highly organised with the ability to multi-task, and have a keen eye for detail
- Proactive with a high level of initiative being able to work alone and suggest ideas & improvements to the team
- Excellent communication skills and a high standard of written & spoken English

Desirable:

- Have worked in the third sector, charities or enterprises before
- Have experience of managing budgets, and tracking and monitoring expenditure
- Adept at photography and video creation and editing
- Have an understanding of CRM and how to manage, segment and utilise contact data

Benefits

- Company pension scheme; free on-site parking (Cambridge/Peterborough); Bike2Work Scheme
- Private Healthcare
- Various discounts, a Healthcare cash plan, wellness programme, electric car lease scheme through salary sacrifice (subject to eligibility) and more
- Life Insurance
- Flexible working
- Casual dress
- Previously awarded the best not for profit employer in the Eastern Region.
- Be a part of a community that drives innovation with a focus on addressing environmental and social challenges

We are committed to equality and diversity for our ventures, tenants, colleagues, volunteers, trustees and supporters. We value the strength that comes with difference and the positive contribution that diversity brings to the communities in which we serve. We are working to increase diversity and would particularly welcome applications from groups that are currently under-represented, including those from a BAME background.

To apply for this role, please send an up-to-date CV with a supporting covering letter highlighting your skills and experience along with why we should consider you for the role and your salary expectations to recruitment@allia.org.uk Applications will not be considered without this information.

Closing date for applications is 9th February 2024. However early application is encouraged, as we will be interviewing strong candidates as they apply.