

Marketing Co-ordinator

Duration: Permanent
Salary: circa £31000 per annum
Job Level: 5
Hours: 35 hours per week. Other flexible arrangements will be considered
Disclosure Level: Basic. This role involves no direct or indirect work with children
Reports to: Senior Marketing Manager
Location: Working from home and at 1 Westfield Avenue, London E20 1HZ

At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children in danger around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children.

Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

ABOUT THE TEAM

The Marketing team is a part of the organisation's Public Engagement Directorate, who lead and implement the organisation's strategy to maximise the amount of income we deliver for children.

The Marketing team exists to deliver marketing to engage, attract and retain priority audiences through inspiring and relevant campaigns and products. The team comprises of a diverse range of marketing skills, with special emphasis on digital, working in cross-disciplinary teams to deliver against wide range of objectives, spanning every stage of our supporters' journeys, from initial brand awareness through to leaving a gift in a will.

ABOUT THE ROLE

The Marketing Team Coordinator post holder plays a vital role in facilitating smooth running and effective functioning of the Marketing team. The role also actively supports the work of the Marketing leadership team, whilst acting as the first point of contact for the Marketing Department.

What we will expect you to achieve

Efficient and effective operational management of all Marketing team activities and any related activities. This work includes, but is not limited to, supporting:

- Supporting the Marketing team with co-ordination, operational management and delivery of campaigns
- Leading the administration and management of Marketing expenditure, including investment from Global Unicef funds
- Supporting and/or lead on specific Marketing projects and initiatives, as agreed with the Director of Marketing and/or the Heads of Marketing teams
- Co-ordinating cross-organisational initiatives and delivery on behalf of Marketing

- Acting as the cross-organisational focal point for the Marketing department, ensuring all enquiries are directed to the correct teams, including managing the Marketing team inbox
- In partnership with Marketing Portfolio Manager, coordinate strategic planning, reporting and key performance indicators for the Marketing department, with guidance from the Director of Marketing
- Support the Marketing leadership team with operational tasks, diary management and logistics
- Demonstrate and model a commitment to our shared values, behaviours and inclusive practices (known as Our Shared Commitment) in all aspects of your work.

BEHAVIOURS, EXPERIENCE AND SKILLS

This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.

Effective behaviours

Supporter driven and mission aligned

- Is committed to children and their rights and motivated to work towards achieving a world that is fit for every child.

Positive relationships

- Positive, encouraging, open and supportive style that motivates the team and wider department
- Works collaboratively with all stakeholders, drawing connections and encouraging cross- organisational working

Efficiency and effectiveness

- Manage conflicting priorities to ensure that objectives are achieved and deadlines met
- Systematically plans projects to maximise performance and cost-effectiveness
- Suggests simplifications to overly complex ways of working to improve results

Relevant experience

- Some experience of financial administration
- Experience working independently and managing a varied and often unpredictable workload, with competing demands and tight deadlines

Specific knowledge and skills

- Excellent interpersonal and communication skills, both written and verbal
- Proven analytical skills and detail-orientated, with a focus on high-quality outputs and deliverables
- Demonstrable collaborative approach to team co-ordination and cross-organisational working