



Job title:	Freelance Marketing Coordinator
Hours:	15 hours per week
Hourly rate:	£13 - £15 (FTE: £25,350 - £29250)
Location:	Working from home & attending local meetings/ events around Wiltshire

About the role

As a Marketing Coordinator working with Families Out Loud, you will be an energetic person who is passionate about brand awareness. You will complete themed projects encompassing both digital outputs and local community relationship building (e.g. launch of a new service – for example our new Teen Support engagement – or promoting upcoming events and driving target audience attendance). Within our values of Listen, Care, Be Practical and Show Determination, the key responsibilities of the role are:

- Plan, create, proofread and edit written and visual content, including the quarterly newsletter, for different audiences and channels
- Make contact and build relationships with community partners
- Work as part of a team to deliver in-person fundraising events
- Monitor and evaluate the effectiveness of FOL's marketing initiatives
- Work collaboratively with the Fundraiser
- Provide end-of-project reports
- Develop and maintain a good understanding of the charity's services

Person Specification

We expect you to meet most of these criteria. However, we don't expect you to meet every point and welcome applicants with transferable skills and the ability to apply themselves in a new context.

Qualifications & experience

Essential

- At least two years' experience in a marketing or a copywriting role
- Experienced in using social media, Outlook, Word, Excel, PowerPoint and Just Giving
- Ability to represent the charity at fundraising events in Wiltshire

Desirable

- Lived-experience or an understanding of family addiction
- A marketing-related degree or CIM qualification
- Experience in using Canva, WordPress and Mailchimp
- Experience in the marketing aspects of in-person fundraising events

Skills and knowledge

- Strong interpersonal skills with the ability to connect with community partners and stakeholders
- A high standard of written English with the ability to produce clear, concise and effective copy
- Creative and professional design skills
- A good eye for detail
- An ability to multi-task and work within deadlines
- Excellent organisation and time-management skills
- Ability to work as part of a team to deliver the charity's 5-year Strategic Plan