

Job Description – Marketing and Communications Manager (part-time)

The role holder will be expected to manage and deliver all aspects of the Fair Tax Mark's Marketing and Communications activities. The role holder should be comfortable working in a small team and dealing with clients that range from large multinationals through to micro-business. Budgets are tight, but with anticipated scope for modest increases as the Fair Tax Mark grows. Alignment with the Fair Tax Mark's aims and objectives is desirable.

Location: Ethical Consumer Research Association (ECRA) offices, Hulme, Manchester. This is envisaged as an office-based post, however, remote working will also be considered.

Salary: £26,000 pro rata (40hrs) for 24 hours per week – i.e., £15,600

Areas of responsibility

Marketing

- Maintain and develop an appealing website
- Manage design of materials (e.g., brochure, scorecards)
- Manage and maintain merchandise (e.g., badges and mugs)
- Provide guidance on optimal market positioning
- Oversee brand integrity

Public relations

- Manage issuance of press releases, in particular in relation to new accreditations
- Drive content marketing

Social Media

- Manage Facebook and Twitter account

Communications

- Manage regular newsletters
- Update accreditation guidance
- Ensure clients are aware of and utilise accreditation guide, and source images
- Influence clients to utilise FTM certification assertively in their comms

Events

- Manage annual conference
- Manage presence at third party events

Operations

- Deal with relevant suppliers
- Update relevant areas of in-house handbook as needed

- Ensure Marketing and Comms are data protection compliant
- Update Fair Tax Mark Map
- Develop metrics and monitoring to allow FTM to ascertain the impact of Mkg and Comms activities (e.g. Google Analytics, Stat Counter).

Person specifications

Experience of website management (in particular Wordpress)

Experience of social media (facebook and twitter) creation and management

Understanding of the principles and practices of web design

Ability to liaise with clients in a confident and professional manner

Evidence writing and proof-reading skills

Evidence of newsletter creation (e.g., Mailchimp)

Evidence of document creation and design (e.g., Adobe)

Ability to create / manipulate images

Excellent organisational skills, ability to meet deadlines, multi-task and prioritise, and work on own initiative

Values aligned to the cause of tax justice