

# Job Description

**Job Title:** Marketing Coordinator

**Responsible to:** Marketing Manager

**Job Purpose:**

To support the creation and delivery of creative and engaging marketing and communications campaigns.

To help ensure outputs support Acorns strategic aims, and align with brand guidelines, values and budgetary constraints.

**Main Duties:**

## Campaign Support and Delivery

- > Support the scoping, planning and delivery of integrated marketing and communications campaigns to underpin the work of Income Generation and wider organisational priorities.
- > Contribute creative ideas and practical solutions to ensure campaigns are delivered on time and to agreed objectives.

## Content and Creative Coordination

- > Plan and execute Stock Donation Drives (Bag it and Bring it days) alongside the needs of Support the planning and coordination of photography shoots to develop a high-quality image library for use across campaigns, particularly supporting Fundraising, People & Culture and Care teams.
- > Contribute to the generation of compelling content to fulfil marketing briefs and communications activity including e-marketing.

## Brand Governance

- > Review submissions via Acorns online brand integrity platform, providing constructive feedback to colleagues to ensure consistency in messaging, tone of voice and visual identity.
- > Actively champion the brand by offering guidance and basic training to empower colleagues to create materials within a supported brand framework.

## Insight and Best Practice

- > Research innovative approaches and monitor developments across the marketing, charity, hospice and fundraising sectors to support the implementation of best practices to enhance campaign performance and audience engagement.

## Brand Monitoring and Reporting

- > Support the delivery of brand sentiment activity, including KPI monitoring and reporting.
  - > Contribute to campaign wash-up reports, identifying successes, areas for improvement
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and key learning.



### Materials/Branded Resources Management

- > Assist in the review, update, stock monitoring and ordering of fundraising and supporter engagement materials and branded merchandise, ensuring resources remain current, accurate and aligned to brand standards.

### Supplier and Budget Coordination

- > Support the management of third-party suppliers to secure cost-effective print quotations.
- > Support the coordination of out-of-home, media and print advertising opportunities.
- > Raise purchase orders and assist with budget reconciliation.

### Team and Administrative Support

- > Provide administrative support and creative input at Marketing/Marcomms meetings.
- > Support the Marketing Manager with ad hoc tasks as required to ensure smooth team operations.

### Strategic Contribution

- > Contribute to the ongoing development of the charity's brand, marketing, communications and content strategies, ensuring excellence, consistency and best practice are embedded across activity.

### Infection Prevention and Control

All Employees and Volunteers of Acorns will be expected to follow all infection prevention and control policies and procedures to ensure a safe and healthy environment. This includes maintaining best hygiene practices, using personal protective equipment (PPE) as required, and adhering to safety protocols to minimise the risk of infection. It everybody's responsibility to promote a clean and safe environment for staff, children, young people and their families.

### Health and Safety

All Employees and Volunteers of Acorns are required to comply with all health and safety policies and procedures in accordance with the Health and Safety at Work Act 1974. This includes taking reasonable care of their own health and safety, as well as that of others who may be affected by their actions. The role involves using personal protective equipment (PPE) when necessary, following established safety protocols, reporting hazards or unsafe conditions, and participating in health and safety training. All Employees and Volunteers of Acorns must actively contribute to maintaining a safe and healthy environment and cooperate with the employer to ensure compliance with relevant health and safety legislation.

### Environmental sustainability

All Employees and Volunteers of Acorns are required to support in minimising environmental impact wherever possible, including recycling, switching off lights, computers, monitors and equipment when not in use. Helping to reduce paper waste by minimising printing/copying and reducing water usage, reporting faults and heating/cooling concerns promptly and minimising travel. Where the role includes the ordering and use of supplies or equipment the





post holder will consider the environmental impact of purchases.



### Safeguarding

Acorns is committed to safeguarding and promoting the welfare of children and adults and expects all staff and volunteers to share this commitment. It is the responsibility of all staff to always safeguard and protect children and adults at risk, staff must report any concerns as per safeguarding policies and procedures which are available on Acorns internal systems. Every staff member must undertake regular mandatory safeguarding training at a level relevant to their role.

### Data Protection and Confidentiality

All Employees and Volunteers of Acorns are required to comply with all relevant data protection laws, including the Data Protection Act 2018 and the General Data Protection Regulation (GDPR). This includes ensuring the confidentiality, integrity, and security of personal and sensitive information. All Employees and Volunteers of Acorns must handle all data in accordance with organisational policies and procedures, ensuring it is only used for its intended purpose and is not disclosed to unauthorised individuals. The role may involve safeguarding personal data, reporting any data breaches, and always maintaining strict confidentiality to protect both individuals' privacy and the organisation's legal obligations.

### Equality, Inclusivity and Diversity

All Employees and Volunteers of Acorns are required to promote and uphold the principles of equality, inclusivity, and diversity in all aspects of their work. This includes ensuring that all individuals are treated with respect and fairness, regardless of their race, gender, age, disability, sexual orientation, religion, or any other characteristic protected by law. All Employees and Volunteers of Acorns must comply with relevant legislation, including the Equality Act 2010, and contribute to creating an inclusive environment that values diverse perspectives. The role involves actively challenging discrimination and bias and supporting the organisation's commitment to providing equal opportunities for all.

### CQC Regulatory Body

Acorns is regulated by Care Quality Commission (CQC). All Employees and Volunteers of Acorns support with and influence compliance with the Care Quality Commission (CQC) regulations and support the organisation in maintaining high standards of care and service delivery. This includes an awareness and knowledge of the Key Lines of Enquiry (KLOEs). All Employees and Volunteers of Acorns will work closely with senior management to ensure that the service meets the CQC's five key domains: Safe, Effective, Caring, Responsive, and Well-led, while promoting continuous improvement and high-quality care for all children, young people and families.

### Other Duties:

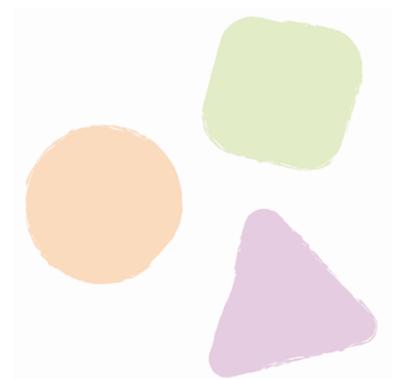
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- > Support a culture of effective communication, collaborative working and positive team relationships, contributing constructively to shared objectives.
  - > To act as an ambassador for Acorns raising awareness of its charitable aims and objectives and enhancing its reputation through exemplary behaviour, conduct and team working.
  - > To raise awareness about how vital fundraising is to the charity's mission and sharing opportunities for fundraising support.
  - > To put the needs and interests of Acorns children and young people and their families first in all aspects of their work.
  - > To ensure compliance with Acorns policies for diversity, employment, equal opportunities,



health and safety, information governance and safeguarding.

- > To be innovative, commit to continuous learning, researching new ideas, monitoring new technology advancements, sharing good practice across the team and colleagues.
- > To actively participate in an annual performance and development review process and any training and development identified to further enhance your role with Acorns.
- > Champion diversity and ensure inclusive engagement.
- > To carry out any other reasonable duty as requested by your line manager.

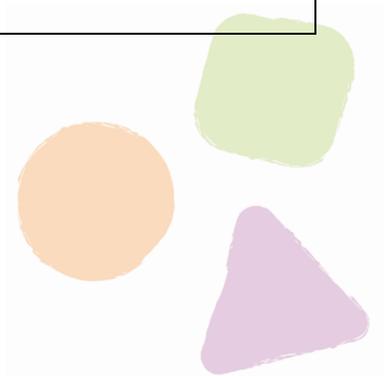
Acorns adheres to the United Nations Convention on the Rights of the Child. As an employee you will be a Duty Bearer for Children's Rights and support all children to be Rights Holders.





## Person Specification: Marketing Coordinator

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>&gt; Good standard of education (ideally to A level standard especially with regard to English language) or equivalent</li> <li>&gt; Relevant degree with specialism in Marketing or Communications</li> </ul>	<ul style="list-style-type: none"> <li>&gt; CIM certificate or diploma or other marketing / communications studies or willingness to train</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>&gt; Experience supporting marketing and communications campaigns across print and digital channels</li> <li>&gt; Understanding of brand governance principles and confidence in providing constructive feedback on brand and content</li> <li>&gt; Strong copywriting and proof-reading experience</li> <li>&gt; Experience of working with colleagues at all levels and across functions in the pursuit of organisational aims</li> <li>&gt; Experience of working with a variety of online and offline marketing communications tools</li> </ul>	<ul style="list-style-type: none"> <li>&gt; Experience of working or volunteering in the voluntary or not for profit sector</li> <li>&gt; Experience of project management tools e.g. Asana or Monday.com</li> <li>&gt; Print and design management experience with external suppliers</li> <li>&gt; Creative understanding of best practice in design, formatting and layout</li> <li>&gt; Budget administration experience</li> <li>&gt; Practical experience in use of Adobe Creative Suite and/or online design tools like Canva</li> </ul>
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>&gt; Excellent verbal and written communication skills, with strong attention to detail</li> <li>&gt; Strong organisational skills and ability to manage multiple projects and deadlines simultaneously</li> <li>&gt; Ability to work independently and effectively as part of a team</li> <li>&gt; Creative thinker with analytical capability</li> <li>&gt; Excellent IT Skills in MS Office</li> </ul>	
<b>Other</b>	<ul style="list-style-type: none"> <li>&gt; Willingness to train and learn new skills</li> <li>&gt; Ability to work well with internal and external stakeholders and thrive in a team environment</li> <li>&gt; Collaborative team player who is willing to share knowledge and learning and promote innovation</li> <li>&gt; Interest in and commitment to the aims, objectives and ethos of Acorns charity</li> <li>&gt; Commitment to equal opportunities</li> <li>&gt; Ability to be flexible and cover team colleagues</li> <li>&gt; Willingness to travel and flexibility to support marketing activity that may fall outside core hours</li> <li>&gt; An affinity to Acorns cause</li> </ul>	
<b>Behaviours</b>	<ul style="list-style-type: none"> <li>&gt; Positive, enthusiastic approach and can-do attitude</li> <li>&gt; Curious, always seeking to understand and improve stakeholder experience</li> <li>&gt; Confident to challenge the status quo</li> <li>&gt; Open to change and continuous improvement</li> <li>&gt; Innovative mindset and passionate about learning</li> <li>&gt; Commitment to the Acorns strategy and its success</li> </ul>	





## Terms and Conditions of Employment

<b>Job Title:</b>	Marketing Coordinator 12-month fixed term contract
<b>Responsible To:</b>	Marketing Manager
<b>Location:</b>	Nearest Acorns Hospice (Birmingham, Walsall or Worcester) with some remote working
<b>Salary:</b>	£27,050 per annum
<b>Notice:</b>	4 weeks
<b>Hours:</b>	37.5 hours per week
<b>Holidays:</b>	27 days plus statutory bank holidays
<b>Pension:</b>	Contribution to Group Personal Pension Plan or NHS Pension Scheme (if already in scheme).
<b>Life Assurance:</b>	Acorns Group Life Assurance Scheme or NHS Pension Scheme Life Assurance cover (if already in scheme)

All terms and conditions will be detailed in writing together with Employee Handbook which must be read and observed.