

JOB DESCRIPTION

TITLE	MARKETING OFFICER (Volunteer Position)
DATE REVIEWED	March 2014

1. PURPOSE OF ROLE

The Marketing Officer is responsible for developing and implementing marketing tactics that increases awareness of A2B's work and mission both within and outside of the organisation's current sphere of supporters.

2. POSITION IN ORGANISATION

- Reports to: Board of Trustees
- Direct reports: None (but may be required to oversee other volunteers)

3. ORGANISATIONAL REQUIREMENTS

The post holder will at all times carry out their responsibilities with due regard to organisational values, character and policy especially in relation to upholding its Christian identity.

4. KEY RESPONSIBILITIES

4.1. MARKETING

- Develops an achievable set of marketing tactics to increase awareness of A2B, and (with others) ensure their timely implementation. Tactics to include an agreed number of fundraising asks/appeals.
- Takes responsibility for organisational branding and ensure compliance in all communications and media type.
- Develops agreed number of products in differing media to promote organisation, raise awareness and fundraising.
- Helps to arrange and to be involved in speaking engagements, events, and other promotional activities to connect with both existing and potential supporters.

4.2. DATA ANALYSIS

- Undertakes analysis of existing supporter/donor database to determine market segments and to provide insights into attrition, retention and acquisition.
- With Supporter Relations Officer, research existing supporters to determine preferred communications method, level of engagement, and develop a more tailored approach to supporter communications.

4.3. DIGITAL MEDIA

- Monitors A2B's digital media outputs and working together with Web Master, ensure compliance with communications policy, branding and agreed tactics.

4.4. OTHER

- Keeps Trustees informed on progress, issues and concerns with marketing strategy.
- Maintains awareness of best practice in charity marketing and develops standards.
- Attends trustee meetings as required.
- Where possible visit work of A2B in Albania to familiarise self with projects, objectives, outcomes and impact.

Notes:

This is a non-salaried voluntary position

It is hoped that the volunteer would be able to commit to a minimum of four hours per week.

The position is home based.

Access to a computer and phone is required.

Essential expenses will be reimbursed subject to them being pre-approved by the Board of Trustees.