

January 2012

Dear Applicant
Re: Marketing and PR Manager

Thank you for your interest in the above job. Enclosed please find a job description along with a person specification for the role. Also attached is an application form. Please complete this and return it by 30 January 2012 to:

Katie O'Brien
Office Administrator
The Wimbledon Guild
30-32 Worple Road
Wimbledon
London SW19 4EF

Please do not attach a CV as these may not be read as part of the recruitment process.

If you have any questions or require further information please contact Sarah Bandurka at sbandurka@wimbledonguild.co.uk or on 020 8946 0735.

Yours sincerely,



Sarah Wilson CA
Finance and Administration Manager

Wimbledon Guild of Social Welfare

Job Description

Marketing and PR Manager

Based at Guild House

Reporting to Finance and Administration Manager

Responsible for: Marketing Co-ordinator and team of volunteers (available on an ad hoc basis)

Hours: The post is 22.5 hours per week.

Job Grade: F3

Description of the post:

The Wimbledon Guild is one of the largest local charities in the country. As its services to the community have grown over the past several years so has the need for profile recognition. Raising its profile is an important part of The Wimbledon Guild's strategy and seen as a priority. The aim is to raise overall awareness of the organisation both from a services and fundraising point of view.

This post has overall responsibility for all marketing activities at The Wimbledon Guild.

The main tasks are as such:

Client Responsibilities

To assist The Wimbledon Guild in providing an excellent service to clients at all times.

1. Where appropriate to liaise with clients and staff in a professional manner
2. To protect and respect clients' privacy
3. To appreciate the work of The Wimbledon Guild and the vulnerability of clients
4. To ensure that all marketing material is suitable for our target audiences and accurately give the information required.

Department Responsibilities:

to be responsible for the marketing and external image of The Wimbledon Guild

- Develop and deliver the Guild's marketing strategy including annual Marketing and PR plans
- Manage the Marketing Department to deliver the marketing requirements of the Guild
- Safeguard the Guild's corporate identity with both internal and external audiences
- Develop and place advertisements for the Guild
- Oversee and where appropriate develop the Guild's marketing materials for all departments
- Develop the marketing potential of the Guild's website and be an active participant in all digital strategy discussions

- Improve the Guild's media relations with local and national press
- Maximise the role of volunteers in achieving the Guild's marketing objectives
- Work along with the Events Organiser to maximising marketing opportunities from events such as the AGM
- Ensure appropriate internal procedures are in place for requesting marketing materials
- Produce monthly management information reports on the activities of the marketing team, including campaign evaluations where appropriate
- Maintain excellent working relationships with all Wimbledon Guild departments, external partners such as Haygarth, organisations and schools

Management Responsibilities

To carry out The Wimbledon Guild's policy and provide good and supportive management to all staff and volunteers.

1. To regularly supervise and manage the staff and volunteers under line management
2. To appraise staff under line management on an annual basis

Financial Responsibilities

To make a contribution in the overall management of The Wimbledon Guild's Budget.

1. To be mindful of and adhere to The Wimbledon Guild's financial policies.
2. To be part of the budget preparations and to take responsibility for monitoring the marketing aspects of the budget

Organisation Responsibilities

To ensure that practice meets standards and is in sympathy with the aims of The Wimbledon Guild.

1. To ensure that equality of access and opportunity apply to all people working for or using the Guild's services.
2. To work with the Marketing and Fundraising Committee in the development of a marketing strategy for the Guild.
3. To work as part of the Marketing and Fundraising team and contribute to the development of the Guild as a whole.
4. To work within the Guild's Equal Opportunities Policy and ensure that its principles are actively incorporated into the planning, delivery and monitoring of services and in all marketing materials.
5. To undertake other duties in line with the needs of the service as directed by the Finance and Administration Manager, including representing the Guild at outside events and meetings.
6. To work flexibly and outside normal office hours as dictated by the needs of the service [Time off in lieu can be claimed].
7. To attend Guild meetings and training as required maintaining and improving skills and professional knowledge.
8. To be aware of and to work as part of the Guild as a whole.

Risk Management.

To protect The Wimbledon Guild's interest at all times

- 1) To work to and uphold the policies and procedures of The Wimbledon Guild.

- 2) To work in compliance with Health and Safety Legislation, the policies on Hygiene, Moving and Handling, Risk Assessment etc, where appropriate and to assist in the development and reviewing of essential policies and procedures.
- 3) To maintain the confidentiality policy of The Wimbledon Guild.
- 4) To advise the Finance and Administration Manager, or another senior manager of any event, which may possibly adversely affect the Guild.

01/12

Wimbledon Guild of Social Welfare

Person Specification

Post: Marketing and PR Manager

A. Knowledge, Skill and Experience Required

ESSENTIAL SKILLS

1. Experience of working as a marketing manager and delivering effective on and offline marketing communications
2. Experience of managing a small team of staff and volunteers
3. Knowledge of the voluntary sector
4. Strong marketing acumen and understanding and application of key marketing principles, including a good appreciation of public relations
5. Excellent presentation skills
6. Positive and enthusiastic attitude
7. Ability to work on own initiative as well as part of a team
8. Ability to sell all aspects of The Wimbledon Guild enthusiastically and passionately

DESIRABLE SKILLS

- Knowledge of digital marketing and social media
- Good relationship management and communication skills
- Knowledge of publishing, design and web software such as In-design, Dreamweaver

B. Performance Required

- Strong relationship management skills and ability to develop positive working relationships quickly. Commitment to achieving high standards.

Results Focused

- Ability to work under pressure, managing multiple priorities and meeting tight deadlines.
- Strives to meet or exceed performance objectives, health and safety legislation and quality standards. Organises workloads and manages time effectively. Keeps records and monitors performance. Delivers results through continually finding better ways of working.

Client Focused

- Ability to develop positive working relationships quickly and process multiple sources of information. Takes personal responsibility for delivering effective service to internal and external clients. Seeks insight into client needs and develops solutions that communicate our services effectively. Ability to assess needs and risks when in direct contact with clients and staff and to then organise appropriate services and responses. Able to develop procedures and encourage best practice in marketing activities and in meeting the needs of the Guild.

Team Focused

- Works as part of an effective team that delivers an excellent standard of work. Contributes to effective team working by working collaboratively with others. Understands the needs and goals of others and adapts their own views and behaviour when appropriate. Accepts help from others. Communicates constructively, honestly and openly with colleagues. Takes responsibility for events or outcomes. Able to manage and supervise volunteers, ensuring that their training and support needs are met.

Development Focused

- Works at developing self and other's knowledge, skills and motivation in line with the objectives of the Guild. Delegates decisions that stretch others, and actively encourages others to exercise initiative and judgement. Observes others and gives accurate, specific and regular feedback.

Leadership

- Creates an environment and culture that shares the vision and direction of the Guild. Sets clear goals and work parameters for others to follow and help others to develop plans. Ensures expectations are clear and specific to others. Motivates people so that they believe in themselves and what they are doing and are encouraged to outperform. Recognises the accomplishment of others, privately and publicly.

Communication

- Can communicate at all levels using various methods of communication. Communicates in a clear manner. Actively listens taking others views into account. Gains respect by operating in a professional and credible manner. Able to network, communicate and liaise with other agencies and colleagues. Able to use IT including databases, web software and publishing software.

Change

- Has a flexible approach and is open to new ideas. Manages or participates in the change process. Remains positive despite setbacks, changes and ambiguities.

Application for Employment

Please complete in black ink

Job applied for:.....

Ref no:..... Closing date:.....

Where did you see the job advertised?.....

Personal Details

| | | | |
|-----------------|--------------|-----------------------------|--|
| Surname: | | First name: | |
| Home address: | | | |
| Home tel no: | Work tel no: | May we contact you at work? | |
| E-mail address: | | | |

Present post – or most recent employment

| | | |
|---|---------|---------------|
| Job title: | Salary: | Start date: |
| | | Leaving date: |
| Employer: | | |
| Address: | | |
| Notice required (if you have left, please give reason for leaving): | | |
| Brief details of responsibilities and reporting relationships: | | |

Number Allocated.....

Previous employment:

Start with most recent

| Dates employed | Employer's name and address | Job title and main duties | Reason for leaving |
|----------------|-----------------------------|---------------------------|--------------------|
| | | | |

Education

Secondary and higher education / courses attended:

| Date / Establishment | Examinations passed / professional qualifications / training undertaken | Grades |
|----------------------|---|--------|
| | | |

Reference

Please give the name and address of two referees, who should not be related to you. One of your referees should be your current or last employer.

| | |
|-----------------------------------|-------------|
| A: | B: |
| Tel: | Tel: |
| Occupation: | Occupation: |
| May we contact your referees now? | |

Declaration

I confirm to the best of my knowledge that the information given on this application is true and correct and can be treated as part of any subsequent contract of employment.

Signed:..... Date:

Supporting Statements

You will sometimes use the same information more than once; please do not be afraid to do this. Only put qualifications which you feel are relevant for the job. (Don't forget to describe positively your skills and aptitude. Use active words like "I plan" or "I organised")

A. Explain how your knowledge is relevant to the job applied for

B. Describe your experience which is relevant for the job

C. Demonstrate how your aptitude and skills will enable you to do the job

D. Why do you feel you would be a suitable candidate for this job?

Equal Opportunities

Monitoring of applicants

The dual aims of Wimbledon Guild are to ensure the fair and equitable treatment of all job applicants and to meet the requirement of equal opportunities legislation. Would you therefore please complete this form and return it with your application form.

We give you the following assurances in relation to the information you provide us:

- This Equal Opportunities – Monitoring of Applicants form will not be used in the short listing process
- This form will be shredded once the relevant data has been stored on a secure database
- The information on the database will be treated in strict confidence

If you have any queries or comments relating to the completion of this form, please contact our Personnel and Administration, at our address.

Thank you for your assistance.

