

Job Description

Job title:	Head of Marketing
Reporting to:	
Line managing:	
Date:	June 2022
Salary:	18 hours a week. £50,000 - £55,000pa pro rata based on 35 hour week
Holidays:	Pro rata based on 22 days annual leave, of which 2 are reserved for use between Christmas and New Year, plus Bank Holidays, sick leave and NEST pension scheme.
Start date:	July 2022

Objective:	Starting as Copeland Park, the company has expanded to establish Beckenham Place Mansion and Social as well as supporting roles with Peckham Festival. There is scope for additional projects to be developed and so we are now looking for an individual to join the team as Head of Marketing to promote and develop the brands.
Key Responsibilities:	<p>Developing the marketing strategy for the company's different projects (Copeland Park, Beckenham Place Mansion, Copeland Enterprises) and other future projects.</p> <p>Oversee all marketing for the company and activities within the marketing department.</p> <p>Strategically improving brand awareness and working when necessary on new projects.</p> <p>Strategise, support and assist individuals within each brand with social media, newsletter creation and general marketing.</p> <p>Working alongside graphic designers on creation and publication of all marketing material.</p> <p>Coordinating marketing campaigns with large events, company news, activities working with other departments (such as the events team) when necessary.</p> <p>Grant and award application writing and delivery</p> <p>Develop press contacts and PR.</p>

	<p>Overall responsibility for brand management and corporate identity.</p> <p>Monitor and report on effectiveness of marketing communications.</p> <p>Support and give guidance to partner organisations such as Peckham Festival.</p> <p>Analysing potential strategic partner relationships for company marketing.</p>
Education & experience:	<p>Marketing background</p> <p>Grant and award application writing</p> <p>Excellent social media experience</p> <p>Experience of guiding and training team members</p>
Person specification and Key Skills:	<p>Great communication and organisational skills.</p> <p>Well experienced in:</p> <p>Visual creativity & ideation</p> <p>All social media platforms and promotional software (e.g. Mailchimp)</p> <p>Attention to detail</p> <p>Budgeting and monitoring skills</p> <p>Google Workspace experience</p>