



# Greener and Cleaner – Marketing and Publicity Officer Role

**JOB TITLE:** Marketing and Publicity Officer

**CLOSING DATE:** Sunday 24th April

**SALARY:** £23,000 6 months fixed term 0.5 FTE (pro-rata £6,900)

**CONTRACT TYPE:** PAYE

**SECTION:** Charity Support

**REPORTING TO:** Chief Marketing Officer

**LOCATION:** Working from home and the Greener & Cleaner Hub upstairs in The Glades shopping centre.

**RESPONSIBLE FOR:** Creation and distribution of social media, marketing, PR and press content to help promote and market Greener and Cleaner as a charity and the on-going projects designed to educate and inspire the local community about climate change and what we can do to help.

**HOURS:** 18..5 hours per week

## **ABOUT THE CHARITY:**

Greener and Cleaner (G&C) was started in 2019 as a community interest company to help bring local people together and make a difference in order to help our planet and the future of our loved ones. In 2021 we achieved charity status and have grown to over 6,000 members and over 100 volunteers who give up their time to teach, help and deliver impactful events to the local community.

## **ABOUT THE MARKETING SUPPORT ROLE:**

Greener and Cleaner (G&C) are looking for a Marketing Support to help with the creation and distribution of social media posts, press packets and content to help market the charity and the work we do with the local community. The Marketing Support would have some experience with social media platforms and the best methods to help expand reach (most notably Facebook, Instagram, Twitter). They will have excellent communication skills and understand the mission of the charity and be able to effectively promote the workshops, projects and work of the charity to the local community, stakeholders and wider UK community.

**Please note: The successful candidate will be subject to a reference and enhanced DBS check, in line with Greener and Cleaner's Safer Recruitment policy.**

### **PERSONAL SPEC**

- Experienced and proficient on all major social media platforms including Facebook and Instagram.
- Ideally a Bromley resident (or otherwise a resident based in S.E.London)
- Experienced in creating social media posts and effectively using language and hashtags to expand reach.
- Confident writing content for press/PR or marketing materials

### **DUTIES AND RESPONSIBILITIES:**

- Develop and Manage Greener & Cleaner's presence on social media platforms – currently Facebook, Twitter, Instagram and Pinterest posting regular updates and engaging with the audience;
- Audit our online presence from website to social channels and press ensuring that our messaging is clear and consistent;
- Project manage the creation and scheduling of content across the different channels;
- Monitor and analyse the performance of online content learning what works well to optimise future communications;
- Stay up to date with key trends especially in relation to the charity's mission around sustainability and environmentally friendly alternatives to waste in order to attract new audiences;
- Build up a bank of marketing collateral that can be used across print and digital such as images and quotes from volunteers to help spread our message;
- Assist in writing press releases about the charity as a whole and in relation to specific projects or workshops put on by G&C;
- Set-up and monitor any new forms of social media or communication platforms that can help market G&C;
- Work closely with the Graphics and website contractor to develop a consistent image and marketing strategy across the website and create quality digital and print materials for distribution to our volunteers and community
- Potential to add scheduling software to the G&C marketing strategy such as Hootsuite or Later (proficiency in these would be a bonus).

If you think you might be interested and meet most of our requirements, please send a summary of experience or CV to [gcbbjobs@gmail.com](mailto:gcbbjobs@gmail.com) to express an interest.