

Role profile

Marketing Campaigns Coordinator (Volunteer)

The Marketing Campaigns Coordinator will oversee and drive a large-scale marketing campaign to secure new sources of funding for the organisation.

Main duties and responsibilities

- Working with the Chair and CEO to finalise and implement the campaign project plan, and ensure all dependencies are in place prior to launch
- Coordinating all the activities of the campaign with the relevant resources both within and outside CAR once it has started, including overseeing events and communications
- Providing regular reports to the Senior Management Team and Trustee Board on progress, including flagging up potential issues in plenty of time
- Keeping track of campaign benefits and resource constraints at all times and making timely decisions if a change of direction is needed, including updating the project plan
- Owning the campaign budget and ensuring it is not exceeded without prior consent of the Trustees
- Maintaining a full risk and issue log
- Ensuring all stakeholders in the campaign are communicated with appropriately
- Providing a final campaign report and benefits analysis to show the outcomes of the campaign

Personal skills and qualities

Essential

- Good computer skills, including use of GSuite and/or Microsoft products
- Self-motivated
- Excellent communication skills
- Excellent organisation skills
- Common sense and problem-solving abilities
- Experience of social media and other digital platforms

Desirable

- Marketing experience or qualifications
- Project management experience or qualifications
- Charity or voluntary sector experience