

Job Description

Marketing & Communications Executive *fixed term contract to cover maternity leave* 20 hours per week c.£26k pro rata

Purpose

To implement the Marketing and Communications strategy to raise the profile of Quartet Community Foundation through the full range of communications and media channels to support our ambitions for growth, development and effective communications with our donor and stakeholder base. This will include:

- maximising the PR and Marketing opportunities from the grants we make to support local communities across the West of England
- creative thinking on how to engage more people with our deep expertise in philanthropy and social needs
- masterminding the design and production of a range of marketing materials (on and off line) using Indesign
- being a key player in this small, dedicated team.

Communications

The post-holder will implement the Marketing and Communications strategy to raise Quartet's profile in print, broadcast and online media. This will include:

- Building relationships with key media
- Identifying target audiences and planning campaigns to generate high quality, relevant copy throughout the year
- Spotting stories from Quartet's work that make good copy
- Writing, issuing and following up on press releases to maximise coverage in appropriately targeted media
- Seeking out and pursuing PR opportunities including PR pieces generated by others where Quartet features
- Using social media in an effective way to raise our profile and generate newsworthy content.

Marketing

The post-holder will work with the CEO to implement the Marketing and Communications Strategy, building on Quartet's existing knowledge of priority audiences, including:

- Leading on the design and content of all on and off-line marketing material including writing compelling copy and working with external agencies
- Leading on the marketing of Quartet events to maximise attendance and increase their appeal to new and existing audiences
- Updating and managing the content of the website to ensure that it is inspiring, accurate and informative.