



LETCWORTH EDUCATIONAL SETTLEMENT
229 Nevells Road, Letchworth Garden City, SG6 4UB
Registered Charity No 311085

JOB DESCRIPTION

Job title	Marketing Officer, Letchworth Educational Settlement
Main purposes of job	<ul style="list-style-type: none"> ▪ Drive the organisation's visibility, growth, and customer engagement by planning and executing marketing activities that support the organisation's business and marketing plans ▪ Developing the Saturday School programme ▪ Provide operational support to the Manager
Key tasks	
1. Marketing and Promotions	<ul style="list-style-type: none"> ▪ Creation of social media content ▪ Maintenance of social media presence ▪ Maintenance of web news content ▪ Management and distribution of the Settlement newsletter, alongside, and with the approval of, the Manager ▪ Creation of promotional print material ▪ Organising and overseeing distribution of marketing materials ▪ Liaising with the Manager, Assistant Manager, tutors and trustees as necessary
2. Saturday School	<ul style="list-style-type: none"> ▪ Office presence on Saturday mornings during term time ▪ Administration of Saturday school activities ▪ Procurement of new tutors and courses alongside, and with the approval of, the Manager ▪ Marketing and promotion of Saturday School
3. Security and access	<ul style="list-style-type: none"> ▪ Arranging, or carrying out, of the opening and/or the locking of the main building, art block and hall as necessary at the beginning and end of the normal working day, if required ▪ Office presence on two short-shift weekday evenings
Key results/objectives	<ul style="list-style-type: none"> ▪ Increase awareness of the Settlement ▪ Support revenue growth ▪ Strengthen customer engagement ▪ Enhance digital presence
Reporting to	The Manager
Working hours	<ul style="list-style-type: none"> ▪ 14 hours per week on a rota basis, term time only (42 weeks per year, including Easter and Summer Schools) ▪ Opportunity to work some hours off site, subject to negotiation
Salary	<ul style="list-style-type: none"> ▪ £13.00 per hour ▪ £8,663 per annum