



Job Description: Training and Marketing Coordinator

Location: The role is based at the Trust's office in West Berkshire with a minimum of three days per week for full-time staff (including Mondays) expected to be worked at our Newbury office. Flexible working arrangements are available with the understanding that this must meet the objectives of the charity and requirements of the role.

Reporting to: Head of Communications and Head of Workplace Programmes

Start date: As soon as possible

Hours of work: Permanent, part-time 0.6-0.8FTE, flexible hours available

Salary range: £22,932 to £26,152 (FTE), depending on experience

Purpose

To provide administrative and marketing support to the Head of Communications and the Director of Charlie Waller Workplace to facilitate the growth of both the Charlie Waller Trust and the Charlie Waller Workplace offers; charitable and commercial respectively.

About the role

The majority of this role supports the development and coordination of activities in our paid for service, Charlie Waller Workplace. This service offers strategic consultancy and training to employers, managers and staff on how to embed a whole organisation approach to mental health and wellbeing at work.

We are looking for a highly motivated, confident individual who is able to quickly develop rapport and maintain effective, professional relationships with a varied client base. This role will suit an individual with a keen eye for detail, who has excellent oral and written communication skills, the ability to engage with a varied range of stakeholders and to work independently. The successful applicant will be able to effectively balance competing demands, manage a range of diverse activities from administrative support, to coordinating some of our cross-programme projects, to engaging with our external clients and stakeholders.

Whilst experience, or a background, in mental health is not essential, we would expect the successful candidate to demonstrate an interest in this area, particularly in relation to the workplace. There will be opportunities to increase knowledge of this area by shadowing and directly supporting our external training and consultancy activity. This role is situated within the permanent office team at Charlie Waller, and you will work alongside other colleagues who directly support our communications, fundraising and charitable activity. Your key tasks however will be focussed on the needs of Charlie Waller Workplace, supporting the Director and workplace consultants.

As part of this role, you will be expected to update and manage social media and marketing activities for Charlie Waller Workplace. This will require creating content that showcases Charlie Waller Workplace's services in a way that complements and co-exists with all Charlie Waller social media marketing.



With the support of the Communications team, you will be required to represent and attend events, create visual content (e.g. images, photography and video), draft and send out email marketing, update web pages and write short form content (e.g. social media posts, blogs and emails).

You may occasionally be required to attend off-site meetings; if these are outside office hours, time off in lieu will be given.

Key responsibilities

- Dealing with and responding to incoming phone calls, email and website enquiries or requests.
- Providing the first point of contact for Charlie Waller Workplace customers, helping to identify their needs, advising them of our range of services and ensuring they receive a professional and responsive approach.
- Working with the Director of Charlie Waller Workplace and our team of freelance consultants to produce professional documentation to support the customer relationship.
- Support the team with the day-to-day running of their customer relationships from initial contact through to evaluation and invoicing.
- Support the development of our data collection, analysis and evaluation model and produce regular reports for the Director of Charlie Waller Workplace on all workplace activities.
- Develop and maintain an effective infrastructure for all materials and resources.
- Create a resource library, researching relevant information, sharing with key personnel and updating on regular basis.
- Monitor and report on the Charlie Waller Workplace budget regarding income and expenditure against customer accounts.
- Support the creation of new consultancy and training materials, managing the quality assurance process to ensure outputs meet their objectives.
- Organising office meetings, agendas and minute taking.
- Support other activities within the Trust as required.
- Support the promotion of Charlie Waller Workplace by sourcing relevant speaking events and providing assistance at external activities, when required.
- Work with the wider Communications team and the Charitable Activities and Fundraising teams to support workplace related projects.
- Work with the wider Communications team to manage and maintain the website and promote our services through a range of media.



Person specification: Marketing coordinator

The successful candidate is likely to have most of the following competencies and experience but not necessarily all. If you feel that you are a strong candidate, please do apply.

Criteria	Essential	Desirable
Experience, skills and abilities	<ul style="list-style-type: none">• Customer-facing confidence; able to create opportunities and build strong client relationships• Ability to research, analyse, and present information in various formats• Strong written communication skills, including drafting professional emails and documents• Proficient in Microsoft Office (Word, Outlook, Excel, PowerPoint) and Zoom• Excellent interpersonal skills; able to engage with a wide range of stakeholders• Highly organised, with strong attention to detail; able to plan, prioritise and meet deadlines• Confident communicator, both verbally and in writing• Comfortable working with data and databases to monitor, evaluate and report on impact• Skilled in supporting customer relationship management• Awareness of website content management systems• Able to set up and/or maintain effective information management systems• Confident using social media platforms (particularly LinkedIn) for professional or organisational promotion• Familiarity with email marketing tools and ability to support targeted campaigns• Willingness to represent the Trust at relevant industry events, with a professional and engaging presence	<ul style="list-style-type: none">• Familiarity with CRM systems, CMS systems and marketing tools• Experience supporting or delivering projects in a workplace wellbeing or training context• Knowledge of budget monitoring
Personal attributes	<ul style="list-style-type: none">• Interest in, or knowledge of, mental health and wellbeing particularly in relation to the workplace• Highly motivated and reliable• Capable of working as part of a team and autonomously• Enthusiastic and flexible with a strong willingness to learn and adapt to changing demands• Resourceful and able to problem solve	



To apply

If you would like an informal discussion with our Head of Workplace Programmes or our Head of Communications, this can be arranged via our recruitment team at recruitment@charliewaller.org

The deadline for applications is noon on Tuesday 26th August.

Please submit via your chosen job website or send your CV and a supporting statement to the recruitment email above. We ask that you structure your supporting statement, by providing relevant information under the person specification bullet points (combining these if multiple points are effectively responded to by one experience). This can be in bullet point form. Please try to keep your supporting statement to a maximum of 800 words, excluding headers. If you prefer to submit a video or audio recorded supporting statement, this will also be considered. **Applications will not be considered without a supporting statement.**

Should you be shortlisted in the first instance, you will hear back from us by **28th August** if not before. **Interviews are currently scheduled to take place on 4th September** and will involve a competency interview along with a short task relevant to the role. Please indicate if you are not available on this date in your supporting statement: we cannot commit to interviewing on another day but would do our best to accommodate.

We will provide details about the recruitment task three days in advance to allow candidates time to prepare. We will also provide at least 50% of the interview questions two days in advance so that all candidates can perform at their best.