



Job Title: **Marketing Executive**

Dept.: **Marketing**

	Essential/Desirable	Evidence
A: EDUCATION QUALIFICATIONS AND TRAINING (Level of education, specific qualifications, specialised training, training requirements for the job)	• Further / Higher education level qualification and/or equivalent experience • Marketing qualification (e.g. from Chartered Institute of Marketing) would be desirable • Good all-round marketing skills including event marketing, PR and communications, social media and email marketing	Application Form Certificates Registration Documents CPD Portfolio Interview
B: EXPERIENCE (Length, type and level of work-related experience)	• At least three years' experience working in a similar marketing role • Experience of creating content and marketing materials across a range of channels • The ability to demonstrate knowledge of a broad range of online and offline activities (including media buying, website management, publication production, social media, events and audio/visual production) • Experience using marketing tools such as Adobe, Canva, and Survey Monkey etc. • Experience of executing and evaluating advertising campaigns • Experience working within a content management system and creating audience-led digital content • Proven experience working with social media platforms, such as Facebook, X, LinkedIn, YouTube and Instagram, and scheduling software • Experience in briefing agencies, reviewing creative and providing actionable feedback	Application Form Interview



C: SKILLS KNOWLEDGE ABILITIES (Range and level of skills, depth of knowledge required for the job)	• Good understanding of marketing principles and campaign delivery • Excellent writing skills with the ability to adapt their style to convey the relevant messages accurately and effectively • Strong organisational and time management skills • Excellent written and verbal communication skills • Ability to manage competing priorities and meet deadlines • Confidence using Microsoft Office, working with content-management systems and design, research and marketing planning platforms • Ability to build and maintain positive relationships with a variety of people and stakeholders • Strong organisational and time management skills • Ability to manage competing priorities and meet deadlines	Application Form Interview References CPD
D: APTITUDES AND ATTRIBUTES (Communication and interpersonal skills, organisational skills, ability to work on own initiative, to strict protocols/procedures and time scales)	• Strong interpersonal skills and ability to work collaboratively • Demonstrable initiative and enthusiasm and ability to multi-task • The desire and ability to take ownership of tasks and see them finished on time and to a high standard • A results-driven outlook • A proactive and creative mindset with the ability to identify new opportunities • Strong attention to detail, ensuring accuracy and consistency in all work	Application form Interview References
E: OTHER JOB REQUIREMENTS (Physical/health requirements, specific requirements e.g. car owner/driver, full, clean, current UK Driving Licence)	• Passion and empathy for the cause • Ability to act as an ambassador for the overall work of the Charity • Excellent attendance and time keeping • Car owner/driver • Full driving licence with no endorsements or acceptable endorsements • Undertake full DBS/immigration verification checks in line with MAAC policy and procedures	Application form Interview Reference



F: PERSONAL QUALITIES AND VALUES

- **RECEPTIVE** - we are **open** to new ideas and ways of working across our clinical and charity operations, providing total **transparency** to all stakeholders.
- **RESPECTFUL** - we are a community-based organisation with a '**one team**' culture that embraces and encourages **honesty**.
- **RESPONSIBLE** - we aim to create the best possible **future for everyone** and thrive to place **sustainability** at the heart of everything we do.
- **RELEVANT** - we define success as **continuous improvement** and aim for **excellence** in our live-saving services and community projects.
- **RECOGNITION** - we **value our relationships** - with staff, supporters and the wider communities we serve - **working together** to achieve the best possible patient outcome.

Application form

Interview

Reference

The Charity is committed to safeguarding and promoting the welfare of all stakeholders. All post holders are subject to a satisfactory Disclosure and Barring Service check (DBS) and satisfactory employment references, as well as identification, prohibition, qualification and barred list checks, which will be required before commencing duties