

Marketing and Customer Service Assistant Job Description

Summary

The Marketing and Customer Service Assistant will work closely with the Membership Manager and Managing Director in supporting all aspects of marketing, communications and customer service. As part of a small team, they will also be expected to assist with general administration and at events.

Outline of terms

- 3 days of 7.5 hours per week, to be worked mainly Monday to Friday within office hours
- Salary based on a FTE of £22,000 (i.e. £13,200 for 22.5 hours)
- Pension in line with legal minimum requirement at any time
- Sick pay and other statutory payments in line with legal minimum requirement at any time
- Work to be undertaken primarily at our premises, with travel across the city as required to generate marketing content, assist with point of sale displays and engage with members

Key responsibilities

- **Content development and copywriting**
 - Engaging with business and consumer members to create content
 - Undertaking interviews and case studies
 - Using video, audio, photography and other presentation tools to bring content to life
 - Liaising with staff and board members to ensure all messaging about the Bristol Pound itself is up to date and reflects current priorities
 - Horizon scanning for innovative stories in the field of local and alternative currency, circular and innovative economics, and social and environmental impact
 - Creating content from these sources for a variety of channels and audiences, including social media, emails, blogs and press releases
- **List and database development and maintenance**
 - Development of databases to facilitate and record marketing activity (currently using Mailchimp and Hubspot)
 - Ensuring that all systems and lists enable the Bristol Pound to adhere consistently to GDPR
 - Ongoing maintenance and updating of all databases, including recording all activity to enable ongoing reporting
 - Production of monthly KPI reports covering activity and performance across all channels

- **Relationships**
 - Developing and maintaining strong relationships with key connectors and communicators across the city, including key staff at organisations such as 24/7, The Bristol Cable, BBC Bristol, Bristol City Council, and community organisations
 - Building strong relationships with Community Champions, Business Champions and key members, to encourage the generation and sharing of stories and promotions

- **Volunteer liaison and support**
 - Assisting with the recruitment and selection of volunteers in Community Champion and Communications Assistant volunteers
 - Day to day support of Communications Assistant volunteers, ensuring the tone and content of all delegated work meets the needs of the organisation
 - Liaison and support of Community Champion volunteers, ensuring volunteers are on message, and encouraging them to share news of what is happening in their community.

- **Customer services - shared responsibility with team**
 - Checking and responding to info@ emails
 - Answering the phone
 - Assisting with queries about the Bristol Pound and how to sign up
 - Assisting with technical queries regarding accessing a customer's account, verifying transactions have been processed etc.

Other duties

- Assist with day to day administration including answering the phone, responding to queries, handling post (incoming and outgoing)
- Assist with events planning and facilitation (some of which will be outside office hours)
- Assist with funding bids
- Taking shared responsibility with the team for ensuring that the organisation adheres to its policies, in particular with regard to equality and diversity, data protection, security, and health and safety

Person specification

| | Essential | Desirable | Evidence |
|---|-----------|-----------|-----------------------------|
| Qualifications, experience and knowledge | | | |
| <ul style="list-style-type: none"> English GCSE or equivalent | x | | Certificate |
| <ul style="list-style-type: none"> One years' experience in a marketing role with a commercial organisation | x | | References |
| <ul style="list-style-type: none"> Excellent skills in office software tools | x | | Interview test |
| <ul style="list-style-type: none"> Excellent social media experience | x | | References & interview test |
| <ul style="list-style-type: none"> Ability to write persuasively and generate engaging copy | x | | Interview test |
| <ul style="list-style-type: none"> Good skills in design, video and sound editing software | | x | Application and interview |
| <ul style="list-style-type: none"> Website design & development skills | | x | Application and interview |
| <ul style="list-style-type: none"> Good photography and video skills | | x | Application and interview |
| <ul style="list-style-type: none"> Strong general IT skills | x | | Interview test |
| Personal skills | | | |
| <ul style="list-style-type: none"> Good communicator in person and on paper | x | | Application and interview |
| <ul style="list-style-type: none"> Able to build strong relationships | x | | Application and interview |
| <ul style="list-style-type: none"> Able to plan work effectively and flexibly to meet priorities and deadlines | x | | Application and interview |
| <ul style="list-style-type: none"> Able to work on own initiative | x | | Application and interview |
| <ul style="list-style-type: none"> Able to work flexibly as part of a small team | x | | Application and interview |
| <ul style="list-style-type: none"> Share our values of creating a fairer and more sustainable economy | x | | Application and interview |
| <ul style="list-style-type: none"> Able to travel within the city | x | | Application |

Bristol Pound CIC is an equal opportunities employer.