

Job Description & Person Specification

Position: Marketing Coordinator

Salary: circa £22,000

Location: Hybrid - remote working and Birmingham

Contract Hours: Full Time

Is this you? Can do attitude, energetic and driven. Are you passionate about making a positive impact, working for a purpose driven organisation and being part of a movement?

Yes? Great! Read on to understand more about us, the role and how to apply.

Innovating Minds is a multi-award winning Social Enterprise and one of the UK's fastest growing organisations. Founded in 2016, the business has grown from strength to strength. We work across the UK and recognised as a leading influencer and innovator in mental health and wellbeing.

2021 is a year growth across the board and therefore we are looking to strengthen our team and appoint Marketing and Communication Coordinator.

"We offer a world where people with emotional and mental health needs are supported to achieve their aspirations"

This would suit someone currently working in a marketing agency as an account executive or account manager, or someone in a hands-on client-side marketing role that is looking to put their skills to use in an organisation with real purpose. Alternatively, the role would suit someone taking a step back from a more senior role that is seeking a better work life balance and the ability to make a difference to people's lives.



What will you be doing?

- Working with the CEO and non-executive board members to create and execute the marketing strategy
- Writing and designing social media content using Canva and Innovating Minds brand guidelines
- Scheduling social media content and campaigns
- Supporting with the management of paid social media marketing campaigns
- Engaging with the community on social media and other appropriate platforms
- Creating content such as guides, blogs and press releases with the support of ghost writers and the wider team
- Using Hubspot to create automated marketing workflows
- Measuring and reporting on the performance of the marketing strategy against KPIs
- Networking and identifying opportunities for the CEO to contribute to policy, strategy and research within the sectors Innovating Minds specialize in
- Identifying and applying for awards
- Working closely with the wider team to ensure marketing strategy is line with operations and sales team

This is an exciting role and an opportunity to be part of making a difference.

We offer flexible working, access to ongoing support and training and we invest in your career aspirations.

To apply, please submit CV and covering letter to
tracey@innovatingmindscic.com

For more information about Innovating Minds CIC, please visit:
www.innovatingmindscic.com

Pre-application enquiries are very welcome. Please contact Dr Asha Patel,
asha@innovatingmindscic.com



Person Specification

Category	Criteria	Essential	Desirable	Assessment
Personability	Highly adaptable and flexible.	√		CV/ interview/reference.
	Resilient and willing to go the extra mile to ensure a high standard of support for all.	√		
	Able to use their initiative to further the role.	√		
	Enthusiastic, passionate, motivated, creative, collaborative and committed.	√		
	The ability to remain calm under on-going pressure and be approachable, empathetic and engaging.	√		
	Creative	√		



Training & Qualifications	<p>A Levels and/or undergraduate degree</p> <p>Psychology based qualifications and/or experience</p> <p>Knowledge of the education sector.</p>	√		CV
Experience	<p>Experience of engaging and selling to public sector organisations and the education sector</p> <p>Hubspot Experience</p> <p>Marketing Automation experience</p> <p>Managing paid media campaigns directly or via an agency partner</p> <p>Building marketing reports</p>		<p>√</p> <p>√</p> <p>√</p> <p>√</p> <p>√</p>	CV and interview.



	Experience with email marketing tools	√		
	Building high performing marketing campaigns	√		
	The ability to analyse the performance of a marketing campaign (knowledge of the key metrics)	√		
	Experience of customer service	√		
	Have strong administration skills	√		
	Have the ability to work accurately with high attention to detail	√		
	Have the ability to work under pressure and meet the demands of the enterprise	√		



	Be proficient in data entry	√		
	Be able to prioritise and organise your workload	√		
	Have an excellent telephone manner and interpersonal skills.	√		
	Be able to work effectively with team members and on their own and be self motivated and passionate about the care sector.	√		
	Developed PC skills with the ability to use Microsoft Word, PowerPoint and Excel	√		
	Well developed communication skills, included orally and in writing sensitive information.	√		

