

# JOB DESCRIPTION

---

## 1. IDENTIFICATION OF JOB

---

**JOB TITLE:** Marketing Officer (CEC)  
**POST NUMBER:** A6  
**FUNCTION:** Marketing for CEC  
**RESPONSIBLE TO:** Consultancy Manager  
**RESPONSIBLE FOR:** External contractors  
**WORKS WITH:** CEC Graphic Designer, CEC Management Team, CEC Staff, CWT Marketing & Fundraising Dept

---

## 2. OVERALL PURPOSE OF JOB

---

- To deliver and develop the marketing and promotional work of the consultancy
- 

## 3. MAIN RESPONSIBILITIES

---

- Marketing Strategy
  - Deliver Strategy, monitor results, update and implement Action Plan
  - Review strategy annually
- Undertake market research, working with external marketing support as appropriate
- Public relations and reputation management – monitoring and enhancing CEC's reputation with clients, potential clients and the wider community
- Tenders
  - Review tender format and update
  - Follow up tenders, analyse performance and report on feedback
  - Tender websites – manage CEC's presence and notifications (eg B2B Quote, Bravo (DEFRA))
- PQQ Sites (Pre-Qualification Questionnaire) – manage content and annual updates eg Constructionline, Achilles UVDB, Bloom
- Collect customer feedback and references, and report to CEC Management Team
- Administer website – liaise with designers, update content (Wordpress), write blogs, liaise with SEO consultant and monitor performance
- Case Studies – co-ordinate and design
- Deliver Social Media marketing including Facebook, Twitter, LinkedIn
- Networking - attend networking events
- Client contact – present to existing and potential clients

- Promotion and Advertising – place adverts in publications and directories
- Write and distribute press releases and news articles
- Write and distribute CEC newsletter (2x year Dec & May) and e-shots (4x year Feb, April, Sept, Nov)
- Liaise with CEC Graphic Designer and / or outsourced designers
- Liaise and co-ordinate with CWT Marketing and Fundraising Team
- Liaise with the Wildlife Trust Consultancies re: marketing
- Work within the CEC marketing budget
- Organise and attend Seminars & Exhibitions
- Manage CEC's Contacts Database and CRM
- Co-ordinate and liaise with External Marketing Support
- Report to and liaise with CEC Management Team re: marketing strategy and activity
- Ensure CEC marketing activities comply with GDPR requirements.

**Other Items:**

CEC is the consultancy of the Cornwall Wildlife Trust, based in the same office.

The nature of this post means that out of hours and weekend working may be required from time to time.

The post holder will abide by organisational policies and procedures including CEC's Equality and Diversity Policy.

In order for the organisation to work effectively you may be required to assist with other areas of work and therefore you should be prepared to undertake other duties as delegated by your line manager.

**Location:**

The post is based at Five Acres, Allet, Truro, TR4 9DJ

Ends

## PERSON SPECIFICATION

### **JOB TITLE: CEC Marketing Officer**

This section details the experience, skills, knowledge and personal qualities ideally required for the post.

#### **Area A EXPERIENCE**

<b>Essential</b>	<b>Desirable</b>
Proven successful experience in a similar role.	A track record of increasing commercial sales.
Experience of customer relationship management	Marketing qualification
Experience of generating and implementing ideas generated by staff at all levels.	Experience of accurate budget setting, management and accounting.

#### **Area B KNOWLEDGE**

<b>Essential</b>	<b>Desirable</b>
Knowledge of content management systems	An understanding and / or experience of commercial marketing
Knowledge and awareness of trends in digital marketing	
An excellent understanding of marketing utilising digital output and new media.	

#### **Area C SKILLS**

<b>Essential</b>	<b>Desirable</b>
An understanding of principles and implementation of great design.	The ability to complete projects or implement ideas generated by others.
Ability to write and source good copy for marketing material.	A demonstrable ability to manage difficult and potentially stressful situations with a mature and calm disposition
Strong organisational skills and the ability to prioritise.	
Full clean driving license and access to own vehicle.	
Strong public presentation skills and good command of public presentation software and design	

#### **Area D PERSONAL QUALITIES**

<b>Essential</b>	<b>Desirable</b>
Excellent communication and interpersonal skills. Confidence in meetings and ability to communicate ideas and viewpoints clearly and concisely	Good sense of humour and an understanding of how to be happy at work.
The ability to demonstrate and engender a positive, helpful and welcoming attitude to fellow staff, student members and customers.	High personal standards of performance and pride in your work and high expectations of your organisation
Flexibility in terms of hours/days worked to suit organisational needs (including evening and weekend work).	
A willingness to learn new skills as required and undertake appropriate training	
Enthusiasm, imagination and ambition	