

## *Marketing & Communications Officer (Maternity Cover)*

*30 hours per week*

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### *Job Purpose*

The Marketing & Communications Officer will be responsible for the creation of engaging, high-quality, visual and written content that strengthens awareness of The Guildford Institute, promotes sales and increases audience engagement.

Their primary focus will be creatively marketing up to 300 events per year, as part of the Institute's expanding programme, as well as advertising its historic Library, membership, room hire and on-site vegetarian and vegan café.

This is a maternity cover position.

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### *Key Responsibilities*

#### *Marketing Strategy & Campaigns*

- Contribute to the development and delivery of an integrated marketing and communications strategy
- Plan, design, and deliver creative marketing campaigns that raise awareness, drive engagement, and support income-generating activity
- Ensure brand consistency across all channels and materials
- Identify new opportunities, platforms, and approaches to reach and grow target audiences
- Identify which activities in our programme need additional marketing attention, based on bookings
- Attend strategic planning meetings where appropriate and suggest new areas for focus of effort
- Creation and implementation of incentive campaigns for customers

#### *Digital Marketing & Online Presence*

- Support on conducting updates of website content (WordPress), ensuring it is visually engaging, accurate, and user-focused
- Use SEO best practice to encourage activity sales and room hire enquiries

- Responsible for planning and posting content on the Institute's social media channels, aiming to expand its existing presence on Facebook, Instagram and LinkedIn to ensure maximum engagement
- Make use of scheduling tools and paid digital advertising campaigns, particularly on social media
- Maintain listings on external websites e.g. Visit Surrey and ensure they are up to date with latest events

### *Analysis & Insight*

- Assist with the use of analysis tools (e.g. Google Analytics, social media insights) to monitor performance and audience behaviour
- Evaluate the effectiveness and return on investment of marketing activity
- Use insight and data to inform design decisions, content development, and future campaigns

### *Brochure Production*

- Take the lead in proof-reading the Institute's bi-annual brochure, including checking the accuracy of brochure entries and corresponding website listings
- Input in making decisions on visual layout of brochure, to ensure it is an attractive and engaging marketing material
- Selection of the brochure front cover & artist liaison
- Work closely with team members to ensure smooth production and delivery of brochure
- Responsibility for brochure release promotion, marketing assets and distribution to external locations

### *Design & Content Creation*

- Lead on the design and production of high-quality visual content for digital and print, including social media graphics, posters, leaflets, brochures, magazine adverts, presentations, and signage
- Build and maintain a library of visual assets, including photography and graphics

- Liaise with external printers to arrange production of marketing materials and signage

### *Internal & External Communications*

- Produce clear, engaging copy for marketing and communications materials, adapting tone and style for different audiences
- Liaising with publishers of local press and advertising websites to ensure regular inclusion in external publicity channels
- Maintain regular advertising schedule to ensure consistent and timely promotion of the Institute
- Identifying opportunities for paid advertising and the production of creative content
- Writing content for press releases for distribution in the media
- Managing displays in the Institute to ensure current information is available
- Take the lead role in the design of our annual report and AGM paperwork, suggest edits to copy and proof-read text

### *Key Stakeholder Engagement*

- Ensure that the Mailchimp newsletter and print mailing contact list are regularly updated
- Assist with handling membership-related queries & correspondence
- Keep up-to-date records of donations and be responsible for producing thank you communications to donors
- Suggest improvements to the current membership package, as well as donor retention and legacy giving promotion

### *Partnerships & Promotion*

- Create and support the development of partnerships and collaborative marketing opportunities
- Create and utilise outreach opportunities to raise awareness of the Institute's offer

### *Shared Team Responsibilities*

- Work collaboratively with colleagues to support organisational priorities and projects
  - Assist in setting up rooms for events, courses and room hirers. Relocating furniture, equipment and catering items prior to commencement of events and bookings
  - Deal with telephone enquiries, take bookings and respond to in-person enquiries
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### *Person Specification*

#### *Essential*

- Previous marketing and communications experience (suggested 2 years)
- Strong design skills with the ability to produce visually engaging, high-quality marketing materials
- Experience managing and creating content for digital platforms, including websites and social media
- Good understanding of brand management and visual identity
- Strong copywriting and editing skills, with excellent attention to detail
- Ability to manage multiple projects, meet deadlines, and prioritise effectively
- Interest in the Institute's mission to provide cultural activities and social opportunities to the local community
- Experience using design software such as Canva and InDesign or equivalent.

#### *Desirable*

- Photography and/or basic video editing skills
  - Experience using analytics tools to measure and improve marketing performance
  - Experience of using WordPress
  - Experience in working with and building relationships with external contact
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