

# Job Description – Marketing and Communications Coordinator



Job Title	Marketing and Communications Coordinator
Line Manager	Head of Communications and Marketing
Salary	£24,598 (Plus £2,000 London weighting if applicable)
Contract	Permanent
Hours	37.5 hours per week Monday to Friday, flexible working with 10am – 3pm core hours, occasional evenings and weekends required.
Based	One of our UK offices (London, Leeds, Birmingham, Cardiff), including occasional travel across UK. We're looking at how we'll connect as a team in future. At the moment, we expect that the majority of team members will work from one of our offices one day per week. However, this is subject to change as our policies evolve
Benefits	36 days' holiday (inclusive of bank holidays) increasing by 1 day per year up to a maximum of 41 days, employer contribution to pension, interest-free season ticket loan, professional development day allowance + budget, health cover cash plan
Start Date	August 2022

## The Organisation

We mobilise the PhD community to support students who are less advantaged to access the most competitive universities and succeed when they get there.

Between 2021 and 2026, we will work with 100,000 students across the UK to help them to develop the knowledge, skills and confidence to access the most competitive universities. We estimate that this will result in 30,000 of these young people progressing to a competitive university. By the end of the decade, one in ten state school students at the most competitive universities will be a graduate of The Brilliant Club's Scholars Programme. We will also support 11,000 students from disadvantaged backgrounds to succeed once they enter universities. Our access and success goals are underpinned by three enablers: communities, capabilities and consultancy.

Every member of The Brilliant Club contributes to the success of our strategy. We hope that you'll consider joining us, as we work to create a fairer society where no child's education is limited by their background.

## The Opportunity

In 2021, The Brilliant Club launched its new five-year strategy; [Join the Club](#). One of the essential strands of the new strategy is the charity's commitment to people-led communications. We are looking for a candidate to take on an exciting new role which sits in our External Affairs team.

The role requires a positive, creative, proactive, and well-organised approach. The role exists to give excellent support across the Marketing and Communications function of the External Affairs team. Marketing support will include social media content planning and creation, website content and editing, newsletter creation for a variety of audiences, curation of the charity's Friends of The Brilliant Club network which provides opportunities for people interested in the charity to come together, share ideas and support The Brilliant Club's mission, and preparation of the charity's journal of student work, The Scholar.

The successful candidate will be comfortable working in a busy, efficient, and high-performing team. As well as having this flexibility, they will also be driven, creative and motivated to share the stories of the communities the charity works with, including students, parents, PhD tutors and our alumni network. This role plays an important part in building our brand as a charity, and by joining the team, you will be supporting the charity to grow our reach to a wider range of audiences than ever before.

This is a great opportunity to join the Brilliant Club team as we become the UK's largest university access movement. We are looking forward to meeting great candidates who are excited to join us as we support more young people progress to university and thrive when they get there.

We think it is important that our charity reflects the lived experience of our beneficiaries, and we want to be an organisation where employees from any background can thrive. We particularly welcome applications from disabled, Black, Asian and Minority Ethnic (BAME), Lesbian, Gay, Bi, Trans including non-binary (LGBTQ+) candidates, and candidates from low-income families. These groups are currently underrepresented at The Brilliant Club, and we are committed to increasing representation and diversity at the charity.

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To Apply	Please click <a href="#">here</a> to fill out our Equality and Diversity Monitoring Form and <a href="#">here</a> to submit your CV and a one page covering letter. Please note that we will not consider applications that do not refer to this post.
Deadline	9am on Tuesday 5 <sup>th</sup> July
Interviews	First round interviews on Monday 11 <sup>th</sup> July; second round interviews on Monday 18 <sup>th</sup> July. The interviews will take place online.
Further Details	Please visit <a href="http://www.thebrilliantclub.org">www.thebrilliantclub.org</a> or call Nato Asaturov on 020 3005 3341

## Person Specification

### External Stakeholder Management

- Understands the complexity of the different audiences The Brilliant Club works with and how to tailor communications to different audience needs
- Proactively engages with external stakeholders and identifying opportunities to build networks and share community stories

### Communication

- Confidently adapts content, tone and delivery of communications based on the audience and the communication mechanism Uses their high attention to detail to create quality copy, spot errors and identify issues.

### Initiative and Problem-Solving

- Proactive in seeking feedback and enhancing processes
- Ability to take ownership of projects and be accountable for spotting and solving problems within these projects

### Time and Resource Management:

- Manages own time and workload, with strong prioritisation skills

### Developing Self and Others

- Self-reflective and committed to own professional development

### Technical Skills

- Confident in using digital systems for delivery
- Capable of adapting quickly to new systems and interfaces

## Role Specific Knowledge and Skills

- Essential – Good working knowledge of Microsoft Office
- Essential – Experience of creating social media content or working in a communications or marketing team
- Desirable – Experience of using CRM systems, such as Salesforce, and email platforms such as MailChimp
- Desirable – Experience of working with a website CMS
- Desirable – Experience of using design platforms such as Canva or InDesign

## Key Areas of Responsibility

The following areas of responsibility are the core of the role. However, the role is flexible and will vary according to the needs of the team, and the background and experience of the successful applicant.

### Social Media

- Ownership of content and performance on The Brilliant Club's social media channels
- Lead the charity's social media working group to curate and create quality content across our channels, aligned with charity priorities
- Develop engaging social media content across platforms with a people-led approach
- Analyse performance of posts and campaigns to optimize performance and meet KPIs

### Newsletters

- Oversight of all charity internal and external newsletters, keeping an organisational calendar and ensuring consistency of brand, tone of voice and style
- Ownership of charity's relationship with MailChimp
- Creating and sending weekly internal comms newsletter

### Friends of The Brilliant Club

- Build and nurture our Friends of The Brilliant Club communities, which currently consists of over 1200 members from multiple audiences
- Work with Fundraising and Events coordinator to plan three Friends of The Brilliant Club events per year
- Create and send community newsletter and identify opportunities to engage with this network

**The Scholar**

- Lead on the end-to-end process of producing and promoting the charity's academic journal, [The Scholar](#), delivered each summer to showcase a selection of assignments produced by students on our programmes.

**Team and Wider Charity Support**

- Departmental administration tasks, including inbox management, in-house design work and website updates
- Support Head of Communications and Marketing with lead generation marketing, including pay-per-click advertising
- Supporting with charity events such as Launch and Graduation events, and staffing assessment centres, as needed

**Safeguarding at The Brilliant Club**

The Brilliant Club is committed to proactively safeguarding children, beneficiaries and staff and to taking reasonable steps to protect all those who come into contact with the Charity from harm. The safety and welfare of everyone affected by the Charity's activities, especially children, is a key governance priority. As part of our recruitment and selection process and commitment to safeguarding, we will undertake a Disclosure and Barring Service (DBS) check of all individuals in this role. Any offer of employment will be subject to a satisfactory disclosure report.