**Marketing Assistant**

**Community Housing Cymru**

**Job Pack**

Find out about other fantastic opportunities to work in the welsh housing sector <https://thisishousing.wales/>

**Marketing Assistant**

**£18,433 rising to £19,403 after successful 6 month probation**

**+ Generous benefits**

Community Housing Cymru is the membership body for Housing Associations (HAs) in Wales. Our members provide homes and housing services to 10% of the Welsh population. Last year HAs invested over £1bn into the economy. Our job is to enable them to be brilliant.

In this exciting and newly created role, you will be part of our award winning communications team and will be responsible for working closely with and supporting our business development team to market all of our events Inc. conferences, training, services (e.g. our jobs site, Housing Jobs Wales) and commercial membership programme. We are looking for a creative and outcome focused communications person with a can do attitude, who has the skills and experience to develop marketing plans which will promote and drive people to our events, training, commercial membership programme and services. You’ll have experience of using social media, have excellent attention to detail and be able to juggle projects and deadlines!

You will be able to develop attractive and engaging marketing collateral, track existing marketing campaigns, report on results, conduct market research and input marketing data which will inform our work. The role is a fantastic opportunity to evolve our marketing delivery at CHC.

In return, you’ll get:

* 25 days leave rising to 30 after 5 years’ service + 8 bank holidays + 4 additional days at Christmas
* Flexible working based on results orientated working
* Subsidised gym membership and paid for cash health plan
* Modern, bright office environment with on-site car parking
* Enhanced sick and maternity/paternity provisions
* Excellent learning and development opportunities
* An opportunity to make a difference

**Closing Date** 11th March

**Shortlisting Date** 17th March

**Interview Date** 27th March

**CHC Background Information**

As the umbrella body for housing associations in Wales, we are proud to represent our members who provide homes and services to 10% of the Welsh population. Our job is to ensure that the sector continues to prosper in Wales and is equipped for the future.

**Our Vision** A Wales where good housing is a basic right for all.

**Our Mission** Our mission is to enable Welsh Housing Associations to be brilliant.

**Our Aim:** By 2022

* We will be regarded by members as an invaluable and highly effective membership body.
* We will be recognised and valued by stakeholders and use this platform to make the case for housing associations in Wales.
* We will harness the sector’s appetite to do things differently.
* We will be the leading voice on housing issues in Wales.
* We will provide excellent member services which add value and makes it easier for members to do their job.
* We will be a financially sustainable organisation.

**Our Strategic Priorities**

1 Influencing Our Member’s Operating Environment

2 Telling the Sector’s Story

3 Delivering Excellent Member Services

4 Equipping Members for the Future

5 Running a great member organisation

**Our Values**

**Transparency** – We are open & accessible in all that we do

**Accountability** - We deliver on our commitments & are responsible to our members & each other

**Ambition** - We challenge ourselves & our environment to achieve the best outcomes

**Adaptability** - We are flexible & responsive to change

**Inclusivity -** We value and embrace the diverse nature of our membership & staff

**Innovation** - We will actively identify new ways to deliver the best service we can

**How to Apply**

Many thanks for showing interest in the above post.

You will find the following details in this job pack:

* Job description, person specification and information on terms and conditions.
* A Submission form which you will need to complete (max 800 words). **Please use the form to market your skills, qualities and experiences that demonstrate why we should interview you. Be creative as you can.**
* **Please also include an up to date CV.**
* Equal opportunities form. This form will not be used at any stage of the recruitment process, and will be separated from your submission form immediately on its receipt. Any information given on this form will remain confidential and will only be used for monitoring purposes to assess the effectiveness of our equal opportunities policy.
* Organisational structure.

If you would like to have an informal conversation about this post please contact Rebecca Goodhand Marketing and Communications Manager on 029 2067 4812 or [Rebecca-goodhand@chcymru.org.uk](mailto:Rebecca-goodhand@chcymru.org.uk)

The completed form and equal opportunities form must be returned, marked Private and Confidential – Marketing Assistant to:

Terryanne O Connell, Community Housing Cymru

2 Ocean Way

Cardiff

CF24 5TG

Or emailed marked in the subject tab as Private and Confidential – Marketing Assistant to [Terryanne-OConnell@chcymru.org.uk](mailto:Terryanne-OConnell@chcymru.org.uk) by 9am 11th March. All forms will be held for 6 months in line with best practice to ensure we are able to give feedback to unsuccessful candidates and to support the organisation if a claim was brought against it.

Interviews will be held on 27th March at our offices.

We look forward to receiving your completed submission in due course.

Yours Sincerely

Phillipa Knowles

**Director of OD and Resources**

**Post:** Marketing Assistant

**Responsible to:** Marketing and Communications Manager

**Salary** £18,433 rising to £19,403 after successful 6 month probation

**Grade** Assistant

**Based**: Cardiff

**Hours:** Full Time – 35 hours per week

**Key contacts:** CHC staff, CHC members, exhibitors, speakers, trainers, commercial members and suppliers.

**Budget Responsibility:** Marketing budget for social media

**Objectives of the Post**

To work closely with and support our business development team to market all of our events, training, services (e.g. our jobs site, Housing Jobs Wales) and commercial membership programme.

To develop marketing plans which promote and drive people to our events, training, commercial membership programme and services.

To report on and evaluate the impact of Business Development marketing activities and other communications activities.

**Key activities:**

* To work with the communications manager and business development team to create marketing plans that effectively promote CHC’s training, conferences, commercial programmes and products
* To write, edit and proof read copy for the web, emails, social media posts and printed materials (e.g. leaflets)
* To work with our in-house brand and design officer to develop creative printed materials, social media images and other digital assets e.g. films
* To monitor, evaluate and report on marketing performance against targets (e.g. event numbers)
* To commission and manage small marketing budgets (e.g. social media spend) for promotional use
* To build effective working relationships with key internal colleagues and external organisations
* Responsible for identifying and proactively improving marketing activities and collateral wherever possible
* To update databases, conduct market research and competitor audits
* To work within CHC’s brand guidelines, language scheme and GDPR policies
* To work closely with the communications and business development team, including attending meetings and providing regular updates
* Any other reasonable duties

**Person Specification:**

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| --- | --- |
| **Qualifications** | **Essential**   * At least six months’ relevant experience in a marketing or communications role (can be paid or voluntary) * Five GCSEs including Maths and English (at C level or above)   **Desirable**   * A relevant university degree or marketing qualification |
| **Proven experience knowledge and skills:**  **People skills** | **Essential**   * Experience of undertaking analysis and research * Excellent writing and communication skills * Strong attention to detail * Experience of social media management and content creation * Experience of reporting on and monitoring communications activity   **Desirable**   * Video creation and editing * Experience of using email marketing software * Experience of using WordPress and other CMS platforms * Experience of managing promotional budgets   **Essential**   * A pro-active forward-thinking team player * A creative mind-set and being hands-on * An ability to hit the ground running * Ability to use own initiative and work independently * Detail oriented and be able to work on multiple projects at the same time * Able to work in high pressure situations and deadline driven * Friendly with strong interpersonal skills   **Desirable**   * Experience in training/ events marketing * Ability to speak and write in Welsh * Strong analytical skills – an ability to see trends in data |

**Outline of Benefits**

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| Post | Marketing Assistant |
| Location | Based in Cardiff |
| Pay | £18,433 rising to £19,403 after successful 6 month probation |
| Hours | Role is based on 35 hours week and we work flexibly to achieve our objectives |
| Holidays | 25 days rising by one day for each completed year of service, to a maximum of 30 days and all public holidays  Four additional days off during Christmas and New Year holidays. |
| Probation & Supervision | Six months. |
| Gym | £25 subsidy / month. |
| Sick and Maternity Provision | Enhanced sick and maternity provision above statutory requirements |
| Cash Health Plan | Paid for cash health plan (Simply Health). |
| Notice Period | One week. After 6 month probation, 4 weeks |
| Pension | Social Housing Pension Scheme Defined contributions scheme. Employer contributions at 5%. |
| Learning and Development | Individual budget |
| Offices | Modern office environment with onsite car parking. |

Research Assistant  
Liam Townsend