



Application Pack

Events and Marketing Coordinator

The application pack consists of the following:

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| 3. Person Specification | Page 7-8 |
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You will also need:

5. Personal Application Form (see separate Word doc)
6. Role Specific Competency Questions (see separate Word doc)
7. Equal Opportunities Form (see separate Word doc)



Barnwood Trust: Background

Making sure everyone feels at home in Gloucestershire is at the heart of what we do at Barnwood Trust. We work alongside disabled people and people with mental health challenges to make the county a more inclusive and enjoyable place to live.

This involves us in a wide range of activities. We give small grants to encourage community initiatives or help people with day-to-day living. We share knowledge and ideas to help people in Gloucestershire find new ways around familiar problems. We also open doors to new directions and experiences by encouraging people to learn a new skill or re-discover an old passion, or to join or start groups in the community.

All our work is about building belonging. Something wonderful happens when people gain a sense of being part of a community. Togetherness is empowering. Togetherness means people can take control of their lives and then support others in similar situations, through sharing their experiences. Everything we do works towards creating closer communities in Gloucestershire by sparking that sense of belonging.

Importantly, we don't work in isolation. We have long-established relationships with organisations across the county. Through sharing ideas and experience we support them to think about disability, community, housing and opportunities differently.

We view our relationship with disabled people and people with mental health challenges as a partnership. We don't run services. Rather, we offer the know-how for people to develop their own community groups and initiatives. Similarly, while we add funds, ideas and energy, the community provides the focus. Together, we support change in communities, encouraging people's diverse strengths and bringing the county closer together.

Barnwood Trust was set up over 200 years ago to support people with mental health challenges living in Gloucestershire. Today, we help thousands of people every year and we are a financially independent organisation that doesn't rely on fundraising. What really sets us apart today is our focus on building belonging across the county - recognising the contribution everyone makes to Gloucestershire.

Job Description:

Events and Marketing Coordinator



PURPOSE

The Events and Marketing Coordinator role sits within the Engagement Team, as part of the Partnerships Directorate. This role carries specific responsibility for the coordination and support of the digital and marketing content for Barnwood Trust and logistical support of the learning events programme.

INTRODUCTION AND BACKGROUND

Barnwood Trust is a long-established charitable trust in Gloucestershire. Its vision is that Gloucestershire is a better place for disabled people and people with mental health challenges to make the most of their lives, through acting as a catalyst for lasting change.

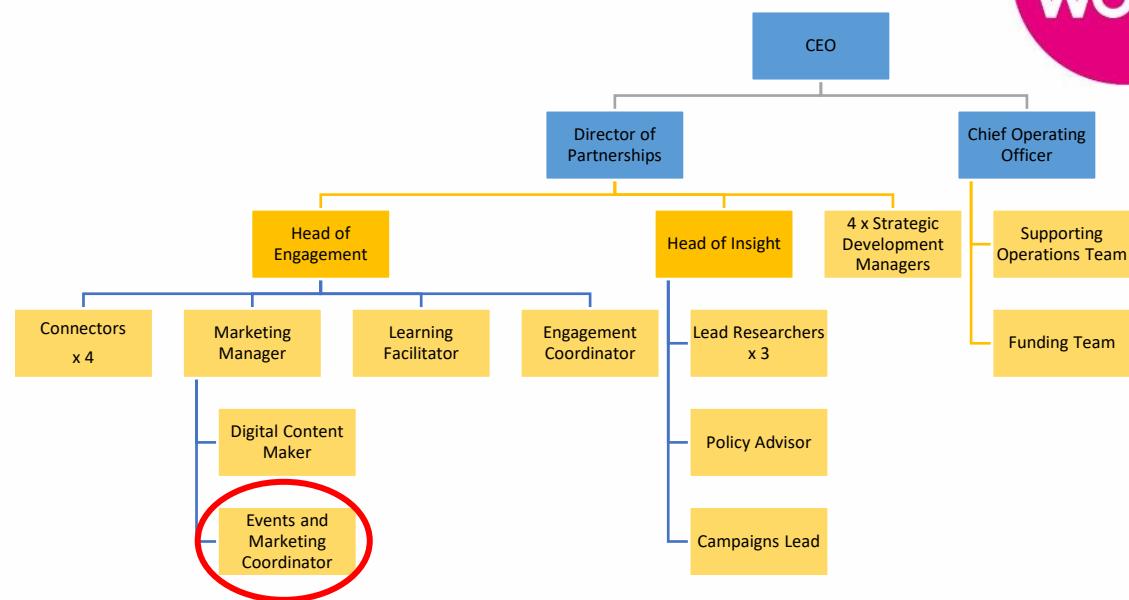
By enabling possibilities within communities, sharing ideas and providing grants, we enable people to shape where they live and discover new opportunities.

Our work is focussed on four strategic goals:

- Disabled people and people with mental health challenges follow their passions and take up opportunities and no one feels excluded
- Disabled people and people with mental health challenges live in well-designed homes in welcoming sustainable communities
- Disabled people and people with mental health challenges are fully involved in creating welcoming communities, spaces and places
- Disabled people and people with mental health challenges influence people, places and organisations to make positive changes on disability issues and inclusion

POSITION IN THE ORGANISATION

The Events and Marketing Coordinator role sits within the Engagement Team, as part of the wider Partnerships directorate. The role reports to the Marketing Manager and will work closely with other members of the Engagement Team, and collaboratively across the whole organisation.



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OUTLINE OF FUNCTION

The main functions of this post are:

1. To work closely with the Marketing Manager to enable Barnwood Trust to engage with external audiences effectively and creatively, and to engage with a wide range of external audiences.
2. To work collaboratively on cross-team projects to plan and deliver high quality events and marketing outcomes for the Trust.
3. To provide coordination and logistical support of Barnwood's learning events programme, and wider events activities across the Trust.
4. To maintain high standards of accessibility and inclusion for all events, marketing and communications channels.
5. To disseminate marketing materials, both print and digital, to a wide range of external audiences.
6. To coordinate the Trust's social media presence, managing content, scheduling and maintenance across all platforms.



7. To keep up to date with current marketing and social media trends and to proactively seek new opportunities to engage new audiences.
8. To monitor the Trust's reach across digital and printed marketing channels to evaluate and improve the effectiveness for future activity.
9. To maintain events and marketing data in line with GDPR requirements.

Contribution to the Trust's overall programmes of work

- Contribute to activities organised to support the development of Barnwood Trust and its Teams
- Contribute to events and activities organized to promote the work of the Trust
- Participate in and, where relevant, contribute to the Trust's internal and external learning events programme, and to activities designed to evaluate the work of the Trust

General

- Uphold, safeguard and promote the Trust's values, principles and policies through personal conduct, approach to all tasks undertaken and conduct of relationships with everyone engaged with, inside and outside the Trust
- Participate in routine tasks required to maintain a high-quality environment for everyone using Barnwood Trust's premises
- Take responsibility for working in accordance with the Trust's policies, with special regard to the safeguarding policies, taking reasonable care for your own health and safety, and that of other people, and to comply with all health and safety legislation
- Ensure the Chief Executive is kept informed of all important matters related to the work of the Trust across the county
- Maintain confidentiality at all times and ensure compliance with the Trust's Information Governance Policy and suite of policies

Person Specification: Events and Marketing Coordinator



Commitment to disabled people and people with mental health challenges

- Passionate about making a positive difference to the lives of disabled people and people with mental health challenges.

Knowledge and Experience

- It's essential that you have proven experience of using social media platforms, email marketing programmes (eg Mailchimp), social media scheduling programmes (eg Hootsuite) and website maintenance (eg WordPress).
- Proven experience of planning and coordinating in-person and online events to a wide range of audiences is essential.
- An understanding of a range of marketing channels, including print media, digital media and face to face engagement is essential.
- Understanding of accessibility and being able to communicate the work of the Trust to a diverse audience.
- Proven experience of delivering successful marketing and dissemination projects within a collaborative team environment.
- Proven experience of generating positive engagement with a wide range of audiences.
- Experience of creating content using Adobe creative suite would be desirable but not essential.

Skills

- It is essential that you have excellent communication and organisational skills, including high level written communication skills.
- Strong IT skills are essential (demonstrable proficiency in using MS Outlook, Word, Excel and PowerPoint).
- Creativity, flexibility and adaptability.

Work ethic and approach

- A positive attitude and an ability to generate goodwill and build relationships with collaborators and colleagues.
- Ability to manage parallel tasks, prioritise work, cope with the unpredictable and manage time effectively to meet internal and external deadlines.
- Displays the utmost integrity and an ability to hold and respect confidential and sensitive information.



- Dependable and resilient.
- Commitment to working as part of a team.
- Self-motivated, resourceful and proactive in taking initiative.
- Concern for, and commitment to, delivering high quality work.

GUARANTEED INTERVIEWS

In the person specification we describe some 'essential skills or experience' (a few things we really need the person applying to be able to do). If you have a disability (this includes mental health or long-term health conditions) and have these essential skills or experiences, we will guarantee you an interview.

To be invited to interview or assessment in this way, you must detail in the answers to our 'Competency Questions' document how you meet the essential criteria for the role and then check the box next to the question asking if you would like your application to be considered for this.

A request under the guaranteed interview scheme does not guarantee an applicant a job. At interview, the best candidate will be offered the role. If you are invited to interview you will receive your invite and we'll ask you about any reasonable adjustments that you may need.



TERMS AND CONDITIONS

- This role is permanent and the hours are flexible for the right candidate; we welcome applications from people looking for full time hours (37.5hrs a week), part time hours (minimum 3.5 days a week) and those keen to work on a job share basis (2 people covering 37.5 hrs a week).
- Salary – £27,958
- This position is based in our office in central Cheltenham. Working from home is on offer on occasion.

GUIDANCE ON APPLICATIONS

We would like you to answer 3 role specific competency based questions, your answers will be used by the hiring manager to shortlist applicants for interview.

In addition to this, please complete the basic application form and equal opportunities form. Your application form will not be shared with the hiring manager until after shortlisting and will be held by the recruitment team. Your equal opportunities form is separated from your application at source.

Answers to the competency based questions, and the two forms should be sent together to: recruitment@barnwoodtrust.org. Should you have any questions or require a hard copy please email the recruitment team directly as well.

We want our application process to be right for you as an individual, so if there's anything you think we can do to make this process more straightforward for you please email recruitment@barnwoodtrust.org directly to discuss what support we might be able to provide. Our career page on our website (<https://www.barnwoodtrust.org/about-us/current-jobs/>) has some examples of things we may be able to put in place for people who request extra support.

Deadline for applications is **5pm Friday 8th April 2022**. First interviews will take place 22nd April and second stage interviews 4th May 2022, with a view for the successful candidate to start as soon as possible.

Barnwood Trust is committed to safeguarding and promoting the welfare of disabled people and people with mental health challenges and expects all employees to share this commitment. Therefore, all offers of employment are subject to a number of checks including DBS.

