

## **Fight for Sight**

### **JOB DESCRIPTION**

<b>Job Title:</b>	Marketing Officer
<b>Reporting to:</b>	Director of Development and Marketing
<b>Location:</b>	London EC3
<b>Hours:</b>	21 hours a week
<b>Salary:</b>	£32,000 (pro rata) plus 10% pension contribution

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#### **Purpose of the job:**

The Marketing Officer will play a key role in delivering Fight for Sight's marketing communications strategy in support of the charity's ambitious growth plans. The postholder will work with the Director of Development and Marketing to produce and help distribute general marketing materials for Fight for Sight, to take responsibility for the charity's website, to ensure brand compliance across the charity, to develop marketing strategies and plans as required and to manage agencies/consultants as required with regard to ongoing brand development.

#### **Role and Responsibilities:**

##### **Marketing Materials**

- 1 To produce marketing materials including general leaflets, posters, and advertisements communicating the key messages of the charity and ensuring tone of voice and images enhance the brand;
- 2 To produce the charity's annual review;
- 3 To distribute marketing materials to hospitals, eye clinics and opticians
- 4 To commission photography which supports the brand; and
- 5 To be responsible for production of materials within budget.

##### **Website**

- 1 To ensure that the Fight for Sight website is engaging and informative;
- 2 To ensure that the web site adheres to brand guidelines and provides suitable visual content;
- 3 To keep the website updated;
- 4 To work with the Media and Communications Officer to ensure a flow of news and web articles;
- 5 To work with agencies / consultants to ensure the development of the website; and
- 6 To take the lead on SEO strategy and increasing visitor numbers.

##### **Brand Compliance**

- 1 To work with direct marketing, trust fundraising, regional and community events, corporate and major donor fundraisers to ensure a tone of voice and images which communicate and enhance the brand and its values; and

- 2 To work with, train and support Fight for Sight volunteers in the practical implementation of the Fight for Sight brand.

### **Marketing Campaigns**

- 1 To take responsibility for the production of marketing campaigns such as National Eye Health Week and World Sight Day; and
- 2 To take responsibility for the production of marketing materials to support such campaigns.

### **Brand Development**

- 1 To work with the Director of Development and Marketing to manage ongoing brand development;
- 2 To manage agencies / consultants as required to carry out brand refreshment; and
- 3 To undertake market research with regard to competitive positioning, as required

### **Notes**

This job description is indicative only and does not form part of the contract of employment with the postholder.

As with all other posts in the charity, the postholder will be expected to be largely administratively self-servicing.

## **PERSON SPECIFICATION**

### **Education / qualifications**

Essential:

- 1 Educated to degree standard or equivalent

Desirable:

- 1 Marketing qualification or membership of relevant professional body

### **Experience**

Essential:

- 1 Proven experience of marketing and branding and the production of marketing materials
- 2 Experience of managing and delivering marketing campaigns
- 3 Experience of website management and SEO strategies
- 4 Experience of budget responsibility and financial forecasting
- 5 Experience of project management
- 6 Experience of managing agencies/consultants

Desirable:

- 1 Experience of marketing within the charitable sector
- 2 Experience of working with medical research charities

### **Skills**

Essential:

- 1 Excellent written and verbal communication skills including writing compelling, effective copy
- 2 A clear understanding of the role of marketing within an organisation such as Fight for Sight
- 3 An ability to interpret data and to understand the work of the charity
- 4 Excellent project management skills
- 5 An ability to work successfully at all levels and with people from different backgrounds
- 6 Strong presentation, influencing and negotiating skills

### **Personal qualities**

Essential:

- 1 Commitment to the mission, values and goals of Fight for Sight
- 2 A self-starter with enthusiasm and high levels of motivation
- 3 Excellent interpersonal skills
- 4 Empathy for the beneficiaries of Fight for Sight's work

Please note that occasional travel out of London may be required for meetings and conferences. This may require an overnight stay.