

JOB TITLE	Marketing and Events Coordinator
JOB HOLDER	Fixed term contract
JOB TYPE	Part-time leading to full-time from September
RESPONSIBLE TO	CEO
MANAGEMENT	No line management (potential for future opportunities)
LOCATION	London
SALARY	£25,000 - £28,000 per annum (based on experience), pro rata

CANDIDATE PROFILE
<p>We are looking for someone to join our team who is passionate about making a difference in the financial services industry. As a company, we are committed to finding ways of encouraging investors to use their capital for positive, long-lasting change. We hope you share this goal and have an interest in impact, responsible and/or sustainable investment.</p> <p>This role includes the organisation of our flagship event from end to end. The event is currently at planning stage but will be held in London and will host up to 200 delegates. You must be able to logistically deliver an event of this size autonomously and without too much support. It offers you an invaluable opportunity to take ownership of an entire event from start to finish.</p> <p>Worthstone, based in London, operates within the impact investing sector, working with financial advisers to offer investors a real opportunity to make a positive social and/or environmental impact with their wealth. As a small business currently going through a growth phase, you should be happy to take on a varied role and be involved at an influential level to a broad range of responsibilities. You must be self-motivated and able to work within fast-paced, changing and occasionally high-pressured environments.</p>

RESPONSIBILITIES
<p>Marketing and communications</p> <ul style="list-style-type: none"> • Maintaining and updating existing communication activities, including updating Worthstone’s website and social media platforms (Twitter/LinkedIn) • Coordinating and monitoring regular contact and feedback, inc. feedback surveys, with subscribers • Drafting communications materials including monthly newsletters for Worthstone’s subscriber network • Timetabling and drafting content-led blog and social media posts • Representing Worthstone externally at events and conferences where appropriate • Supporting communications and/or marketing requirements for any other associated Worthstone activities, such as Worthstone’s Impact Awards, Impact Investment Portal and Adviser Competency Training.
<p>Event management</p> <ul style="list-style-type: none"> • Responsibility for pre-planning and execution of the Impact Investment Academy (IIA) – a one-day annual conference attracting approx. 150-200 delegates • Ensuring the IIA is achieved professionally, on time, within budget and to client expectations • Liaising with relevant, external event contractors, such as venue and catering organisers • Drafting and overseeing design of all event-related materials in conjunction with Worthstone’s designer • Organising and implementing associated marketing material • During the IIA, the role holder will be expected to be the senior event supervisor managing a small event team of temporary staff • Supporting the CEO with any other associated Worthstone events.

PERSON SPECIFICATION (E – Essential, HD – Highly desirable, D – Desirable)

Experience

- Considerable marketing and communications experience (E)
- Experience of communicating effectively in different media and with a range of audiences (E)
- Previous drafting of blog and/or marketing content (HD)
- In-depth knowledge of event operations and previous success executing large scale conference-style events (E)
- Previous experience of event marketing and a good knowledge of social media marketing (E)
- Proven experience of stakeholder relationship building and management (HD)
- Experience of administering and monitoring budgets (D)
- Experience in a financial services company or related business (D)
- Experience in a socially minded, purpose-driven business (D)
- Experience working in fast-paced, changing and high-pressured environments (E)

Knowledge and Skills

- Excellent written and oral communication skills (E)
- Excellent organisation skills and ability to manage competing priorities (E)
- Excellent project management and administration skills (E)
- Excellent attention to detail and time-management (E)
- Highly competent IT skills including advanced knowledge of Microsoft Office applications, particularly Word, Excel and PowerPoint (E)
- Practiced problem-solving skills (E)
- Familiarity with Twitter and LinkedIn (E)
- Familiarity with Eventbrite, WordPress, SurveyMonkey and/or Mailchimp (D)
- Enjoys keeping up to date with the latest sector developments (E)
- Excellent interpersonal skills and ability to work with a wide range of participants (E)
- Able to work well within a small team and take on reasonable ad hoc tasks as required (E)
- Flexible, pragmatic attitude with an ability to apply commitment, enthusiasm and a reasoned approach to a wide range of tasks (E)
- Motivated, committed and empathetic with Worthstone's vision and mission (E)
- Willing to travel from time to time within the UK (D)
- Have the right to work in the UK (E).