

JOB DESCRIPTION

Job Holder	
Job Title	Marketing & Events Coordinator
Location	London Scottish House, 95 Horseferry Road, London, SW1P 2DX
Reports to	Initially the Head of Fundraising and Partnerships
Direct reports	N/A

Main Purpose of the Role:

The Marketing & Events Coordinator will be part of Construction Youth Trust's Fundraising team and will focus on engaging and inspiring current and prospective funders through case studies, events, photos, videos, and the Trust's newsletter, with the goal of increasing income in line with our new 2025-2027 Business Plan. They will produce engaging materials and ensure appropriate promotion of funders and other partners via social media channels, the website, newsletters, and reports. A key aspect of the role will be supporting the organisation and delivery of internal and external fundraising events (e.g. charity golf days and major donor lunches).

Specific Responsibilities:

Developing engaging content and material to motivate existing and potential funders

- Working closely with the Fundraising Team and Trust's delivery team to proactively identify compelling case studies and/or news stories and use these to create an engaging narrative that will interest and develop our relationships with our key funding groups, including corporates, grant-making trusts and local authorities.
- Creating engaging content and visual material to support the Trust's key messages and communication priorities including videos, photos, social media graphics etc.
- Producing well-designed marketing collateral as appropriate to support the Trust's fundraising, including but not limited to presentations, report templates, leaflets and posters.

Supporting fundraising and marketing operations and events

- Supporting the organisation and delivery of internal and external CYT fundraising events (e.g. "challenge" events such as the London Marathon, charity golf days and major donor lunches).
- Actively supporting the running of the Trust's digital marketing activities including supporting the planning and running of the Trust's social media platforms and newsletter to engage & increase funding.
- Supporting the Trust's programme of delivery events, including taking photos, video and preparing social media posts.
- Championing the Trust's branding, adhering to our style guide and ensuring that all collateral and communications is in keeping with our both our brand and style guide (including proofreading).
- Taking ownership of the Trust's photo taking and photo storage systems and effectively manage the Trust's image bank in line with our GDPR and safeguarding policy.

Reporting & analysis of social media in order to maximise engagement with key funders

- Supporting the Trust's fundraising strategy by analysing engagement data/metrics to inform decision making and optimise our engagement with target audiences.

Other duties as agreed with the Head of Fundraising and Partnerships.

Safeguarding:

Construction Youth Trust takes the safeguarding of young people extremely seriously and all Trust staff have a duty to protect the welfare of young people with whom we work. All staff have responsibility to act in accordance with the Trust's safeguarding policy and protocols at all times.

Salesforce CRM:

Construction Youth Trust is committed to ensuring all relevant information being promptly recorded and updated on Salesforce. All staff have a responsibility to ensure a good working knowledge of the CRM system and to update the database promptly and accurately.

I confirm that I have read the above job description, and I fully understand and accept the role and responsibilities as described.

Job Holder: (Name/Signature)**Date:**