



Job Description

Job Details

Job Title	Marketing Executive
Hours	37 hours per week
Salary	£27,500 per annum
Contract Length	Permanent
Location	Remote – Work from home with occasional travel to the GAIN Office based in Sleaford, Lincolnshire and elsewhere in the UK and Ireland

Introduction

The Marketing Executive is an essential part of our Charity and the work that we do, carrying out vital engagement with people impacted by life changing health conditions, as well as raising awareness across the community, and supporting the everyday running of the organisation.

GAIN (Guillain-Barré and Associated Inflammatory Neuropathies) is the only UK charity dedicated to supporting people impacted by Guillain-Barré Syndrome and other related inflammatory neuropathies. GAIN is a well-respected national charity reaching and supporting thousands of people impacted by GBS, CIDP, MMN and other life-changing conditions each year.

GAIN provides support, information, and advice to people impacted by GBS and other related conditions. The charity also carries out and funds research, as well as raising awareness around these rare yet life-changing conditions.

The Marketing Executive role includes:

- Developing, maintaining and Implementing our Marketing, Engagement, and Communication Strategy
- Digital Marketing
- Content Creation
- Website Management

- Social Media Management
- Community engagement

Successful candidates must be willing to embrace all aspects of the role and be able to demonstrate they have excellent communication and teamwork skills.

This post may be subject to a DBS check.

GAIN offer 25 days annual leave each year, plus Bank Holidays. We run an employee pension scheme which provides 3% employer contribution.

The role will be home based, and appropriate IT equipment will be provided. Whilst the role is remote, occasional travel will be required to the GAIN office in Lincolnshire, and other locations within the UK and Ireland. Travel expenses will be covered by GAIN through our expenses policy.

Responsibilities and Duties

Responsibilities include:

- Develop and implement marketing, engagement, and communication strategies
- Digital marketing including managing social media accounts
- Content creation across social media and website channels
- Development and implementation of regular newsletters and communications, both online and offline, via email and print
- Managing and updating the website, including SEO management
- Developing and maintaining audiences, including audience segmentation and split-testing
- Campaign development and marketing
- Community engagement and impact capture
- Raising awareness of health conditions and the impact of health conditions
- Raising awareness of the Charity
- SEO development
- PPC management, including working with external partners to maximise budget
- Analytics and insight reporting across digital platforms
- Brand management
- Collaboration within the team
- Attend meetings as required
- Liaising and collaboration with relevant organisations and partners
- Participating in regular supervision with Line Manager to discuss workloads and personal development opportunities
- Work within all GAIN's policies, procedures and standards
- Other duties pertinent to the role and as agree with the Line Manager

Person Specification

Knowledge, experience and skills required for the role:

Skills and Experience

Education	
A good all-round education, or have extensive experience in a similar role	Essential
Marketing degree or CIM qualification (or equivalent)	Desirable
Experience	
Experience within a marketing role	Essential
Experience within a marketing role with a charity or community sector organisation	Desirable
Skills	
Excellent interpersonal skills and ability to work in a high functioning team	Essential
Good self-organisation, time-management, and ability to plan and prioritise own work	Essential
Excellent communication skills	Essential
Competent in working with IT software, particularly Microsoft applications	Essential
Competent in working with website software, particularly WordPress or web-based platforms	Essential
Competent in working with social media platforms, and social media management tools, particularly Hootsuite	Essential
Competent in working with SEO and Google Analytics	Essential
Competent in managing PPC, particularly Google Ads	Essential
Competent in working with CRM software, particularly Beacon	Desirable
Competent and confident in working with design software, particularly Canva and Adobe Creative Cloud suite (including InDesign and Photoshop) or equivalent	Desirable
Strong organisational skills with the ability to manage multiple projects simultaneously and meet deadlines.	Desirable
Ability to analyse data and metrics to inform strategy and improve results	Desirable
Understanding of how marketing impacts the community sector	Desirable

Personal Qualities

Able to work autonomously, be self-motivated and confident with a strong appreciation of the importance of delivering realistic outcomes	Essential
Ability to remain calm and self-confident in challenging situations	Essential
Ability to think and respond positively and creatively when presented with potential challenges	Essential
Ability to work under own initiative alongside being a great team member, being adaptable with a flexible approach	Essential
Commitment to excellence	Essential
Ability to follow set guidelines	Essential
Non-judgmental	Essential
Ability to maintain strict confidentiality and work boundaries	Essential
A proactive person, with a positive attitude and open to new ideas	Essential
Ability to think creatively and come up with innovative ideas	Essential
Ability to grow and develop as a professional and an individual	Essential

Personal Attributes

Right to work in the UK	Essential
Ability to travel within the UK and Ireland as required	Essential
Full clean driving licence. Access to a vehicle	Desirable