



## MCR Pathways Marketing Executive

### Role Description

You will be responsible for the social media and digital content for MCR Pathways, appealing to and attracting a wide ranging audience through a variety of channels. This includes content creation, strategy, planning, scheduling, monitoring and analysis. A confident writer, able to adapt your tone of voice to suit the audience, you will work with vital attention to detail, confidence and decisiveness. We need an organised and committed individual who can also respond quickly and work with their own initiative. Imagination, consistency and accuracy are all essential as your content will drive our mentor recruitment campaigns across the country and help us reach more young people.

You will become responsible for the creation of digital marketing content, working alongside our graphic designer, to drive mentor recruitment.

### Person Specification

	Essential	Desirable
<b>Skills &amp; Experience</b>	<p>Skilled and experienced in planning, creating and publishing social media content across multiple channels (using Hootsuite)</p> <p>Confident writer and communicator, experienced in creating communications and delivering results</p> <p>Proficient with Mailchimp including creating and managing audiences and reporting</p> <p>Experience of using Google Adwords and Facebook Advertising to run targeted campaigns</p> <p>Experience with WordPress and creating engaging web content</p> <p>Collaborate with the wider marketing team to drive campaigns in imaginative and</p>	<p>Excellent digital skills</p> <p>Experience in running conversion driven campaigns aligned to set targets</p> <p>Experience of carrying out multiple assignments, at pace, and effectively.</p> <p>Knowledge and understanding of third sector and/or education an advantage</p> <p>2+ years experience in digital marketing and social media</p>

	creative ways on a limited budget	
<b>Abilities</b>	<p>Ability to organise own workload and prioritise multiple tasks</p> <p>Ability to continually look for ways to reach new audiences and gather followers</p>	<p>Self-starter and results oriented, able to work under minimal guidance.</p> <p>Strong attention to detail and ability to work independently as well as in teams with impeccable communications skills, both verbal and written</p>
<b>Attitude &amp; values</b>	<p>Be the MCR Brand ambassador</p> <p>Positive, solution-focused attitude</p> <p>Willingness to train others complimenting strong people skills</p> <p>Relishes change and personal development opportunities</p> <p>Self-motivated, committed to MCR cause and values, with the resilience to secure successful partnerships.</p>	
<b>Qualifications</b>	<p>Degree or equivalent</p> <p>Successful marketing campaign track record</p>	