



ADD-vance

The ADHD and Autism Trust

We are passionate about understanding,
embracing and celebrating neurodiversity

Marketing and Events Lead Job Description

Title of Post:	Marketing and Events Lead
Reporting to:	CEO
Hours of Work:	20 hours per week
Salary:	£28,000 - £32,000 FTE depending on experience
Place of Work:	Hybrid working with office space available at our Head Office in Hatfield
Type of Contract:	Permanent
Annual Leave:	20 days per annum plus bank holidays
Responsible for:	Social Media Officer

Main purpose of the role

Lead the strategic planning and implementation of the Marketing and Events Strategy for ADD-vance, driving forward all associated activities with a focus on maximising impact and engagement. Responsibilities encompass overseeing all marketing and events initiatives, including direct supervision of the Social Media Officer. Additionally, serve as an ambassador for the charity, actively participating in promotional events throughout the county to effectively communicate our mission and values.

Main duties and responsibilities

- Develop and implement a marketing strategy alongside the CEO and Trustees
- Oversee and update all existing and new marketing activities including face-to-face, digital, and print
- Develop branding guidelines and ensure the charity's values and ethos are consistent across all marketing materials
- Plan events from start to finish according to requirements and objectives
- Represent the organisation by attending regular profile raising and networking events to promote ADD-vance services for parents, professionals and employers, including coffee mornings in schools and multi-agency events
- Promote the charity to external agencies, funders and service users and build and maintain effective relationships
- In conjunction with the Social Media Officer, develop and deliver the strategy for all social channels, newsletters and the website

Registered Charity No. 1158968

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- Support the Social Media Officer to manage the day to day running of all social media accounts including Facebook, Instagram, X plus any other new accounts
- Manage the e-marketing for the charity using Aweber or developing a new system to manage this appropriately
- Oversee the existing subscriber database and future developments
- Working within the office team to update the ADD-vance website and improve its functionality where required

Key Objectives

- Engage proactively in a diverse range of profile-raising and networking activities and events aimed at promoting ADD-vance's services catering to parents, professionals, and employers. This involves active participation in a wide variety of events, including but not limited to coffee mornings within educational institutions and collaborative multi-agency gatherings, to foster meaningful connections and advocate for the value our services bring to the community
- Increase marketing efforts strategically to effectively showcase the impactful initiatives undertaken by the charity, targeting a broad range of potential service users, funders, and professionals
- Through comprehensive marketing campaigns, including digital outreach, community engagement, and targeted promotions, the aim is to significantly enhance visibility and awareness of the charity's mission and services among key stakeholders
- Elevate engagement across all existing and new social media platforms, fostering meaningful connections with our audience
- Maintain coherence and alignment of the charity's branding, values, and ethos throughout all marketing collateral, ensuring a consistent and compelling narrative across diverse channels and materials

Other duties

- Work as part of the office team, deputising for colleagues, and any other reasonable additional tasks to ensure the smooth running of ADD-vance
- Comply with all ADD-vance policies, including Health and Safety requirements – reporting any issues to HCF facilities management or the CEO as appropriate
- Attend regular team meetings, either in person or on line as required

Marketing and Events Lead Person Specification

	Essential	Desirable
Skills	<ul style="list-style-type: none"> Ability to write marketing content including press releases, advertising content, fundraising packs and presentation decks for the organisation and external supporters An understanding and awareness of using social media accounts, including Facebook, Instagram, LinkedIn and X (previously Twitter) Understanding of how a basic CMS system works and can be used beneficially Ability to use Canva to create social media advertising and fundraising content Ability to use Microsoft Office and G-Suite (Word, Excel, PowerPoint, Google docs etc). Good written and verbal communication skills Good interpersonal skills Good presentation skills 	<ul style="list-style-type: none"> Basic understanding of Facebook Ads Manager and/or Google Ads. Ability to use Adobe or InDesign Experience of website design Experience using a social media scheduling tool eg. Tweet Deck, Emplifi
Knowledge	<ul style="list-style-type: none"> Experience of working within a Marketing role to Officer or Manager level Lived or personal experience of working with or supporting families with neurodiverse needs An awareness of sensory sensitivities when it comes to social media and advertising content, or a willingness to learn A knowledge of what it is like to work within an organisation, such as a charity, which has significant budget constraints 	

Experience	<ul style="list-style-type: none"> • Experience of working within a 3rd sector or charitable organisation • Experience of working with CRM systems or E- Marketing systems • Ability to effectively deliver campaigns/projects on time, within budget and in accordance with our organisational goals/values • Experience of delivering a Marketing or Social Media Strategy • Experience of working in a sole role or small team • Experience of working to restrictive budgets and being able to look at charitable and low-cost options as a matter of day to day activity 	<ul style="list-style-type: none"> • Experience of Marketing and or Fundraising within the education sector, or having an awareness of collaborating with schools and educational institutions to promote training courses and workshops
Attitude	<ul style="list-style-type: none"> • Willingness to learn and develop your own skills and abilities • Ability to travel across Hertfordshire to attend events and promote ADD-vance services • Responsiveness to evolving strategies or processes, in a small, charitable organisation • Supportive in nature • Adaptable to change • Awareness of neurodiversity and how it can impact on individuals and their families • Motivated and ambitious to drive change • Self-starter 	