About Charity Bank

Charity Bank is the loans and savings bank for people who want to make the world a better place.

Our vision is for a society that fosters vibrant communities and a healthy planet, giving every individual the opportunity to thrive. Charity Bank is ‘of the sector and for the sector’, 100% owned by charities and social purpose investors and dedicated to supporting UK charities and social enterprises.

We use our savers' money to make much needed loans to enterprising organisations working to create lasting social change in communities across the UK. Since 2002, we have used the money saved with us to provide over £350 million of loan finance to a wide range of organisations across the arts, community, education, environment, faith, health, housing, regeneration, social care and sports sectors.

Our loans are used for a wide range of purposes, from providing accommodation for vulnerable refugees to action sports centres for young people looking for a safe place to skate to residential and respite care centres for those with profound disabilities.

Our co-workers are inspired by the organisations that we support and highly motivated to better equip these charities and social enterprises to help the disadvantaged, enrich lives and make our communities better places to live.
Why work for us?

No matter what your role is at Charity Bank, you will be making an essential contribution to the positive social value creation that is the very reason for Charity Bank’s existence.

For every loan that we make and the impact that this has on the organisations we lend to and the people that they serve, we can all say, "Wow, look what we helped to create!"

If your values align with Charity Bank’s, the role matches what you are looking for, and our mission and work excites you – we invite you to apply to join us!

Equality, Diversity and Inclusion

At Charity Bank, we want our team to reflect the diverse communities, organisations, and people that we work with. We are committed to being an inclusive employer and great place to work and we strongly encourage applicants from diverse backgrounds to apply.

We have implemented policies to support this aim and are proud to offer flexible working practices and a caring culture. If you need any reasonable adjustments for any part of the recruitment process and/or working environment, please let us know, in confidence, so we can discuss these with you.
Job Title: Marketing Administrator
Contract: Permanent, Full-time
Location: Office or hybrid working
Responsible to: Director of Marketing & Communications

Purpose of the Role:
This is an important position within our small and friendly marketing team with responsibilities for administrative duties across a wide range of activities. Tasks the successful candidate will undertake include:

- coordinate approvals for photography and marketing materials,
- maintain various marketing trackers,
- make day-to-day updates to Charity Bank’s website,
- support the maintenance and compliance of our marketing data,
- organise the contract renewal process of third-party relationships, and
- handle logistics for hosted and external events.

Candidate:
The role is suited to someone with meticulous attention to detail, highly organised, and systematic in approach. Strong written and verbal communication skills are also important, as is the ability to work as part of a team and on their own initiative.

You should also be familiar and capable with office software (e.g. MS Office), including Word, spreadsheets and presentations.

Good interpersonal skills are required as there will be a high level of interaction with internal and external audiences, including regular engagement with the inspiring charities and social enterprises we work with.

Experience and training:
Our ideal candidate will have worked in a relevant administrative position. Experience of marketing would be advantageous but is not essential. Training and support will be provided, as we do not expect candidates to have experience across all areas of this role.

So, if you are excited about working for Charity Bank and think your skills are a good match, we encourage you to apply.
Key Accountabilities

Marketing materials and day-to-day website updates

- Responsible for day-to-day updates to Charity Bank’s website (training and guidance provided) this includes adding, removing, and updating product details; publications and reports; job vacancies; case studies; and staff profiles.

- Support the production of marketing materials, this may include formatting documents, proofreading and straightforward design tasks.

- Coordinate the approval of case studies and marketing materials, ensuring the Financial Promotions database is accurate and up to date with evidence of both internal and external approvals.

- Maintain our Photography register and record of photography consent forms.

Event logistics

- Liaise with event organisers and colleagues to coordinate arrangement for events we attend, exhibit or speak at. This typically includes booking the event and production/delivery of appropriate marketing materials.

- Coordinate the logistics for events we host, for example, our shareholders’ reception. Liaise with the venue and colleagues to coordinate arrangements, such as invitations, attendee lists, badges, catering, coordinating with speakers and similar.

Management Information

- Coordinate (with the Team) the production of the monthly and quarterly Marketing Management Information.

- Coordinate the Marketing Risk Register (with the Director of Marketing & Communications), ensure that all risks are recorded and updated quarterly and provide to operational risk.

- Draft/maintain policies and procedures falling within the remit of the Marketing team - ensure these are kept up to date and meet requisite requirements and standards.

Data management

- Maintain the marketing team’s email and mailing tracker.

- Draft/maintain and implement of Data Protection Impact Assessments (DPIAs) and Legitimate Interest Questionnaires (LIQs), ensuring they are kept up to date in accordance with legislation (training and guidance provided) and help to develop and maintain registers for these and associated activities.
• Alongside the Marketing Manager, support the maintenance of our Marketing database (currently Pardot) and system to ensure all information is recorded accurately and that data is GDPR compliant, and all legal requirements are met. Make recommendations for enhancement.

• Support the Marketing Manager, with the sending of customer mailings. This may include gathering and cleansing of data.

**Suppliers**

• Support the contract renewal process of third-party relationships in accordance with legal and regulatory requirements (training and guidance provided).

• Maintain the Marketing Outsourcing Register, ensuring that all relevant details are captured, accurate and up to date.

• Maintain a record of Charity Bank’s memberships/subscriptions and coordinate renewals.

**General**

• Coordinate the submission of expenses for the Marketing Team Credit Card.

• Comply with all applicable regulatory requirements including those of the FCA and under data protection and direct marketing legislation.

• Any other activities requested by the Director of Marketing & Communications in line with the marketing plan, including cover for other members of the team.
### Person Specification

#### Essential

<table>
<thead>
<tr>
<th>Experience</th>
<th>Desirable</th>
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<tbody>
<tr>
<td>Strong administration experience, with at least one year experience operating at a similar level</td>
<td>Experience within a banking or financial services environment</td>
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<tr>
<td>Strong writing and proofreading skills</td>
<td>Experience of marketing and/or related activities</td>
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#### Attainments

<table>
<thead>
<tr>
<th>Special Aptitudes</th>
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<tbody>
<tr>
<td>Meticulous attention to detail</td>
<td>Project Management</td>
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<tr>
<td>Excellent organisation skills, excellent at prioritising and managing own time</td>
<td>InDesign and/or Photoshop proficient</td>
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<tr>
<td>Numerate and computer literate, comfortable working with databases and using technology</td>
<td>An understanding of the principles of marketing, tools, and strategies</td>
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<td>Able to manage competing priorities &amp; balance stakeholder interests</td>
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<tr>
<td>Clear communicator – verbally and written word</td>
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<tr>
<td>Able to conduct desk-top research to inform knowledge and best practice improvements</td>
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#### Disposition

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<th>Thinking Style</th>
<th>Motivation</th>
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<td>A self-starter, able to work on own initiative to deliver high quality outcomes within agreed timescales</td>
<td>Excited by the work, mission, and positive impact of Charity Bank</td>
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<td>A team-player; wants the marketing team and the whole bank to succeed</td>
<td>Derives satisfaction by achieving results through other people</td>
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<td>Process-driven, able to follow, review and improve processes and procedures</td>
<td>Committed to continuing personal development</td>
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<td>Persistence, an eye for detail and ability to complete projects and keep to deadlines</td>
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<td>Influencing skills – good at getting a message across</td>
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<td>Negotiating skills</td>
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| Creative & innovative | |

### Special Aptitudes

- Meticulous attention to detail
- Excellent organisation skills, excellent at prioritising and managing own time
- Numerate and computer literate, comfortable working with databases and using technology
- Able to manage competing priorities & balance stakeholder interests
- Clear communicator – verbally and written word
- Able to conduct desk-top research to inform knowledge and best practice improvements

### Disposition

- A self-starter, able to work on own initiative to deliver high quality outcomes within agreed timescales
- A team-player; wants the marketing team and the whole bank to succeed
- Process-driven, able to follow, review and improve processes and procedures
- Persistence, an eye for detail and ability to complete projects and keep to deadlines
- Influencing skills – good at getting a message across
- Negotiating skills

### Thinking Style

- Able to analyse a problem and present options to resolve it
- Change orientated
- Well organised and systematic in approach
- Detail conscious

### Motivation

- Excited by the work, mission, and positive impact of Charity Bank
- Derives satisfaction by achieving results through other people
- Committed to continuing personal development
The **benefits**

In addition to salary Charity Bank offers a generous benefits package.

**Available at point of joining:**

- **Employee Assistance Programme** – Health/Work/Life concerns 24/365
- **Perkbox** – employee discounts and deals to help save money
- **Contributory Pension Scheme** – auto enrolment in place
- **Annual Leave** – 25 days per annum plus bank holidays, pro-rata in year of joining (and also for part-time), with opportunity in increase to a maximum of 30 days (pro-rata)
- **Life Assurance** – 3 x salary paid to beneficiaries if death in service
- **WeCare** – free access to online 24/7 GP and Second Medical Opinion service
- **Private Medical Cover**
- **Car or Season Ticket Loan Scheme**
- **Computer Loan Scheme**
- **Give as You Earn Scheme** – charity donations of up to £250 pa are matched by Charity Bank
- **Additional Annual Leave Purchase Scheme** – up to 5 days (pro rata)
- **Personal Days** – 2 additional paid days leave per annum (pro-rata)
- **Volunteering** – opportunity to volunteer at a charity, social enterprise or community group up to a maximum of 50 hours per annum

**Available after successful trial period:**

- **Wear-to-work allowance**
- **Satellite Savings Plan**
- **Sport/Exercise allowance**
- **Wellbeing Allowance**
- **Wish Tree**