



Marketing & Engagement Manager

APPLICATION INFORMATION – October 2024

Thank you for your interest in this role here at Autism Early Support Trust Ltd. The job description and key responsibilities are detailed below, but if you would like further information, please do not hesitate to contact us.

Role Purpose:

1. Communicate with all stakeholders, promote our services and build brand awareness:

- a. Work with the team to implement the AES Marketing strategy – including the creation of a communication strategy
- b. Produce engaging Internal and external stakeholder communications including to staff, supporters and client
- c. Produce content and content ideas* for all AES communication channels including website, Parent's Portal and socials. Creating engaging copy, stories, testimonials, images and video
- d. Build and reflect the AES tone of voice and brand values across all channels
- e. Generate impact data for reports and case studies
- f. Analyse engagement metrics to refine strategies and improve reach.

* Incorporating the principles underlying our approach to show-case their impact eg: Early help, child-led, family centred, neurodiversity affirming, acceptance, reasonable adjustments, adaptations and supports.

2. Support income generation & engagement:

- a. Help to achieve annual fundraising targets through effective communications, excellent donor retention and stewardship
- b. Support with funding applications and liaise with trust funders
- c. Assist with grant monitoring & prospect research
- d. React & respond to fundraising enquiries
- e. Improve our supporter journey and stewardship model
- f. Produce effective donor communications e.g. letters, surveys, case studies
- g. Support digital fundraising campaigns eg. Ecommerce via E-News & social
- h. Respond to and create new opportunities across all AES communication channels.

The Person

Min. 2 years' experience in a similar role

Essential

1. Excellent presentation and communication skills
2. Experience in developing and implementing brand strategies to enhance visibility and recognition
3. Demonstrable experience in delivering a marketing strategy
4. Proven experience in building and maintaining relationships with a variety of stakeholders, including donors, beneficiaries, and community partners.
5. Proficient in digital marketing and content creation
6. Talented copy writer, able to write and edit inspiring, creative and compelling copy for different audiences and channels
7. Experience of Canva, Wordpress, Google Analytics and social media scheduling platforms
8. MS365 proficient
9. Proven experience in working with CRM systems
10. Strong project management skills to organise multiple projects simultaneously and meet deadlines
11. Ability to work collaboratively with the internal team and volunteers to drive engagement efforts

Desirable

12. Experience of charity fundraising and donor/client relations
13. Knowledge of charity compliance e.g. JG, Charity Comm, FR Regulator, Gift Aid
14. Salesforce experience

Terms of employment

- Report to CEO and Head of Income and Engagement
- 25 days holiday entitlement, exclusive of bank holidays
- Salary £30,000 FTE
- 5% Employer Pension contribution
- Location: Hybrid. Base Buckingham office, MK18 1TF.

How to apply

- Please complete our application form and return with a supporting letter & CV to our Chief Operations Officer, Mandy Simons via email to: mandysimons@autismearllysupport.org.uk
- In your application, please clearly show how you meet the key requirements and why you are suitable for the role.
- Closing date for applications: **22nd November 2024**

We believe in equality of opportunity for all and strive to create an inclusive workplace where diverse perspectives and backgrounds are valued. We encourage applications from all qualified individuals and are committed to fair treatment throughout the hiring process.

All roles at AES require enhanced criminal record checks from the Disclosure and Barring Service (DBS)