

**St Columba's House**  
**Job Description**  
**Part Time Marketing Assistant**

- Start date:** January 2025
- Job Title:** Part Time Marketing Assistant
- Accountable to:** Marketing Co-ordinator
- Salary:** £25,000 FTE per annum pro rata to 16 - 22.5 hours per week
- Liases with:** Marketing Co-Ordinator, Lay Chaplain, Chief Executive, Front of House administrators.
- Hours:** between 16 and 22.5 hours per week negotiable. The hours will be worked usually on a regular pattern agreed with your line manager sometime within Monday – Thursday. If wished, this role could be fitted in within school hours but some working in school holidays would be required.
- Annual holiday entitlement is 28 days pro rata.
- Due to the nature of our Charity, this role is an on-site role in our offices in Maybury, Woking. There may be some opportunities for occasional working from home.
- Job purpose:** To assist with all marketing and design activities at St Columba's House. To ensure that communications are attractive, informative and in keeping with our charity.

**Person Specification:**

- Good visual and design skills
- Good communication skills in person and in writing
- Good social media and website skills
- Good team player
- Good computer skills – ideally including Indesign or Canva, Photoshop, Mailchimp and WordPress
- Excellent level of literacy with an eye for detail
- Highly organised and able to work to deadlines
- Knowledge of photo and video editing an advantage
- Experience of social media advertising an advantage
- Experience in a small organisation or charity an advantage

## **General Information:**

St Columba's House is a Christian retreat and conference centre in Woking, Surrey. We have 32 beds, 10 meeting rooms and 2 chapels set in mature wooded gardens. We welcome guests from all Christian traditions and a wide range of other groups such as charities, healthcare organisations, businesses, schools and hobby groups. We act as a venue for group bookings and also run our own house programme events.

## **Key tasks:**

### **1. General**

- Promote St Columba's House and the House Programme series of events effectively.
- Ensure that all marketing messages are on brand and reflect the nature of St Columba's House and the sensitivities of its main audience.
- Oversee professional photo shoots when necessary, assisting as required to ensure a successful shoot.
- Take pictures of particular events and groups as required.

### **2. Website**

- Using Wordpress, ensure our existing website is up to date and attractive at all times.
- Make changes to text, images and functionality as needed.
- Continually check Google optimisation of existing website and recommend any new alterations.
- Monitor Google Analytics and data from our website host to monitor and report effectiveness. Report regularly to the Marketing Co-ordinator on the findings.

### **3. Social Media**

- Continually update social media including Facebook, Instagram, LinkedIn and X (formerly Twitter) and YouTube, linking with other organisations where appropriate
- Write posts which are appropriate and engaging.
- Utilise Social Media Management Software to ensure the equal dissemination of social media posts.
- Create, launch and run Facebook/Instagram advertising campaigns, effectively managing agreed budgetary restrictions and reporting regularly on results.

### **4. E-Newsletter**

- Work with the Marketing Co-ordinator and the Programme Co-ordinator to produce and distribute a monthly e-mail newsletter advertising events at St Columba's House and any special messages.

## **5. Promotional materials**

- Prepare promotional materials including in-house programme information, posters, event flyers, general promotional items, etc.
- Develop new promotional materials which may include display materials, mailouts, targeted promotional offers, print advertisements, giveaways, etc.
- Design and deliver a range of print advertising in selected publications.

## **6. Data Capture**

- Work with the Marketing Co-Ordinator to effectively utilise the mailing list of contacts by gathering data on existing clients and new visitors.
- Ensuring that we have client permissions to contact them with marketing information, or marking their records appropriately if they do not wish to receive information.
- Work with our existing systems for data management.

## **7. Other tasks**

- Any other appropriate tasks that may from time to time be delegated by the Marketing Co-Ordinator or the Chief Executive Officer.
- Provide cover for other staff during holidays and sickness.
- There are opportunities for interested staff to develop special interests that will enhance the work of St Columba's House, provided that the general duties of the post continue to be achieved.