

DEP Job Description

Job Title:	Marketing and Outreach Coordinator
Place of work:	DEP offices
Hours of Work:	21 (not including lunch break)
Salary Scale:	Pt 12 - 16
Salary:	£14.847
Reports to:	DEP Director
Level of Criminal Records Bureau Disclosure	CRB enhanced

Context/background

DEP Vision:

DEP promotes global learning for a just and sustainable world.

DEP Background:

DEP work with teachers, trainee teachers, youth workers and other educators to promote diversity, global education and sustainable development.

DEP is based at the MMU Institute of Education in Didsbury but its geographical coverage is across Greater Manchester and it is one of seven DEC projects across the North West.

The DEP projects currently operate in a number of areas across the region and Manchester DEP Teachers' Resource Centre and Bookshop has over two thousand teaching resources related to Global Education, and participatory methodologies, Manchester DEP also runs curriculum development projects and offers training courses designed to meet teachers' and schools' needs.

Job specification

This post is central to the future development and delivery of the organisation and its projects as it is responsible for the smooth marketing of DEP and its programme of work as well as increasing its profile and income generation through strategic partnerships.

This is a key role within the organisation and requires a high level of motivation and pro-active, strategic delivery.

Organisation

The Marketing and Outreach coordinator will report to the DEP Director. The post will be based at DEP offices in Didsbury, Manchester.

The core work of DEP is the delivery of a programme of work that deliver the main vision and aims of the organisation and focus on the 'Global Perspective' and this is in the main delivered to pupils in schools, teachers and trainee teachers.

Company Aim:

DEP promotes development education in the formal sector of education. We aim to encourage and develop educational approaches and methods which will;

- Increase understanding of the economic, social, cultural, political environment and spiritual forces which shape the relationship between 'North' and 'South' and which affect us all

The terms 'North' and 'South' reference globally as opposed to Great Britain.

In order to achieve the aims the post-holder will be expected to;

- *Work within DEP agreed policies and practices*
- *Seek to achieve the objectives set through the Business Planning process*
- *Work to the highest possible standards to ensure quality in all areas of the Company's operation*
- *Ensure that all projects undertaken receive the same high standards of care and attention*
- *Be flexible in their approach to work and schedules.*
- *Work to promote a dynamic understanding of Global Perspectives and equality in all areas of the company's work*

Main Duties

Marketing:

- liaising and building relationships with a range of stakeholders, e.g. customers, suppliers and colleagues;
- developing advertising opportunities (national, regional and specialist publications and online)
- maintaining and building contacts with the media
- writing and distributing press releases, marketing print and web copy;
- managing the production of marketing materials, including leaflets, posters and flyers - this can involve writing and proofreading copy and liaising with designers and printers;
- arranging for the effective distribution of marketing materials;
- maintaining and updating mailing databases with the administrator;
- organising and attending events and exhibitions;
- securing sponsorship to assist with the publicity and funding of marketing projects;

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- carrying out market research and customer surveys to assess demand, brand positioning and awareness;
 - evaluating marketing campaigns;
 - monitoring competitor activity;
- support the Director with developing effective Marketing Strategy and Plans
 - The production and distribution of the DEP/NWGEN newsletter.

Bookshop and Resources:

- To coordinate the marketing of DEP publications and be responsible for sales and distribution of DEP publications
- To be responsible for the DEP Bookshop and all related resources.
- To carry out all the purchasing of resources for the bookshop and DEP generally
- To ensure regular stock taking and stock cleanse is carried out.
- To be the DEP resources point of contact and represent DEP at events. To carry out the marketing and promotion of the bookshop and resources through a range of means including web based.

Other:

- To support the work of the Project Coordinators in relation to promotion and publicity of their project training and events.
- develop and oversee the administration of the DEP website
- act as a main point of contact for external print and publications and ensure best value for the organisation
- To be an active team player within the broader work of DEP.
- To undertake other duties as required to ensure the effective operation of DEP (including appropriate training)

Required Knowledge and experience

Job Title: Resources, Marketing, and Project Support
Place of work: MDEP Didsbury

Criteria	How the criteria will be assessed
<p>Essential Qualifications</p> <ul style="list-style-type: none"> • Education to A Level standard with GCSE Maths and English as a minimum 	C.V./Letter
<p>Desirable Qualifications</p> <ul style="list-style-type: none"> • Degree in any subject • Design / publication/ Marketing qualification 	C.V./Letter C.V./Letter
<p>Essential Experience</p> <ul style="list-style-type: none"> • Strategic marketing • Experience of project promotion 	C.V./Letter /Interview C.V./Letter /Interview

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<ul style="list-style-type: none"> • A working knowledge of IT and its application to the work place, including databases and press releases 	C.V./Letter /Interview
<ul style="list-style-type: none"> • Design and production of promotions and marketing material and keeping a database of media and relevant contacts 	C.V./Letter /Interview
<ul style="list-style-type: none"> • Ability to produce reports and publications particularly bulletins on-line 	C.V./Letter /Interview
<ul style="list-style-type: none"> • Experience of working under pressure and dealing with conflicting demands, including working to strict deadlines 	C.V./Letter /Interview
<ul style="list-style-type: none"> • Ability to write web content and administer web sites 	C.V./Letter /Interview
<ul style="list-style-type: none"> • Experience of basic finance systems, e.g. sales and purchase systems in relation to books/resources 	C.V./Letter /Interview
<ul style="list-style-type: none"> • Ability to use a variety of design based IT 	C.V./Letter/Interview
<ul style="list-style-type: none"> • Demonstrated ability to incorporate and demonstrate an equal opportunities perspective in all areas of work, including race, disability, sexual orientation and gender. 	C.V./Letter /Interview
<ul style="list-style-type: none"> • excellent written and oral communication skills (spelling and grammar must be exemplary) 	C.V./Letter
<p>Desirable Experience</p> <ul style="list-style-type: none"> • Interest in development education, global and social justice issues. 	C.V./Letter
<ul style="list-style-type: none"> • Understanding and experience of how PR and the media work. 	C.V./Letter
<ul style="list-style-type: none"> • Experience of organising events or activities. 	
<p>Skills and Abilities</p> <ul style="list-style-type: none"> • Ability to use different IT software programmes, including spread sheets, presentations and word-processing • Ability to accurately input data • Ability to develop publicity materials • Ability to work to very tight timescales and under pressure 	C.V./Letter /Interview C.V./Letter /Interview C.V./Letter /Interview Application form/Interview
<p>Personal Qualities</p> <ul style="list-style-type: none"> • Ability to work on own and as part of a team • Ability to use initiative and manage own workload • Ability to communicate effectively over the telephone, face to face and in writing with people at all levels • Willingness to undertake further training and development, as necessary, in order to enhance service delivery 	C.V./Letter /Interview C.V./Letter /Interview C.V./Letter /Interview
<p>Specific Requirements for the post</p> <ul style="list-style-type: none"> • Willingness to work outside normal office hours 	C.V./Letter /Interview

Summary of Conditions of Service

Employer	Manchester DEP
Responsible to	DEP Director
Location	DEP Offices
Salary	£14.847
Full or part time	P/T

Hours of work	21
Holidays	18 Days
Period of notice	One month
Probationary Period	Three months
Equal Opportunities	DEP is wholeheartedly committed to the principle of equality of opportunity, both in its capacity as an employer and as a provider or services to others. We are committed and determined to prevent discrimination of unfair treatment against, and promote equality of opportunity for, all members of staff, potential members of staff or users of its services on its grounds of sex, race, gender, religion, marital status, sexual orientation, responsibilities for dependants, age, disability, or offending background.
Any other information	<ul style="list-style-type: none"> • To make sure that you read, are familiar with, and follow all DEP's policies and procedures. • To act as an ambassador for DEP, upholding and promoting our corporate values. • To undertake any other duties that can be reasonably expected of you within the level of your job.