

Friends of the Earth – Job Description

Job title	Marketing Assistant
Reporting to	Marketing Officer
Team	Brand, Marketing & Audiences
Hours of work	25 hours per week
Salary	Living Wage – Regional based £9.50 per hour London Living Wage based £10.85 per hour

Purpose of the role

About Race for Nature’s Recovery

This role is a placement created through ‘**Race for Nature’s Recovery**’. Race for Nature’s Recovery is a new project coordinated by Action for Conservation, Generation Success, Students Organising for Sustainability and Voyage Youth, and supported by the Esmee Fairbairn Foundation, Synchronicity Earth and the Department for Work and Pensions. The project aims to place 125 young people, aged 16-24, from backgrounds currently underrepresented in the environmental sector, into meaningful Living Wage work placements at over 40 leading environmental and sustainability organisations across the UK, including Friends of the Earth.

This unique opportunity will enable young people from backgrounds currently underrepresented by the sector to gain meaningful employment in the environmental sector and shape a more inclusive movement at this pivotal point in time. Successful applications will join a training cohort of other young people in the program and undertake formal training alongside their placement focused on sector-specific skills and knowledge and general employability skills. Young people will also receive 1:1 mentoring aimed at progressing key personal and professional development aims throughout their placement in addition to access to tailored networking and employment support.

In order to be eligible for a placement, you must be:

- 16-24 years old
- Currently on universal credit

In order to encourage diversity and inclusivity within the environmental sector in line with the project’s aims, we particularly welcome applications from young people who meet at least one of the following:

- Young people living in economically deprived areas of the UK*
- Non-graduates

*Note – to check whether or not you live in an economically deprived area, you can enter your postcode here to get an index of multiple deprivation figure (1 = low, 10= high): <http://imd-bypostcode.opendatacommunities.org/imd/2019>.

Friends of the Earth is the biggest grassroots environmental campaigning community in the world. It covers 75 countries – from Norway to Australia, from South Korea to Colombia. We have around 5,000 local activist groups and over 2 million members and supporters worldwide. All of them doing incredible things for a healthier, fairer, greener world.

The purpose of this role is to support the Brand, Marketing and Audiences team in the administration of their projects. It will give you the opportunity to develop practical skills and experience across the marketing mix, providing you with a good grounding for a career in any marketing specialism. We are a small team with big ambitions so the role would suit someone who

is happy to generate ideas and suggest new ways of doing things whilst being able to prioritise key tasks delegated to you.

You will report directly to one of our Marketing Officers but will support the work of the wider team including our Social Media Manager, Marketing Manager and Email and Supporter Experience Manager. We are a cross-organisational in scope so you will also be expected to collaborate with different teams such as Creative & Content, Campaigns, and Individual Giving amongst others.

Key responsibilities and tasks

Your days will be varied but could include;

- Developing compelling messaging and content for our target audiences across channels.
- Supporting team members with data analysis and reporting.
- Supporting the Social Media Manager with social scheduling, writing posts, creating event pages and developing a follower strategy.
- Conducting celebrity and influencer research.
- Conducting market research.
- Supporting the team through administrative tasks such as creating project schedules, responding to internal and external enquiries and requests for marketing support, data entry.

You will also need to be aware of and follow Friends of the Earth policies and procedures, with particular attention to safeguarding, equality, diversity & inclusion, and our values.

Person specification

Essential:

- Good communication skills, both verbal and written.
- Interest in marketing and communications.
- Good numeracy and word processing skills.
- Good working knowledge of social media.
- Ability to work well in a team.
- Ability to prioritise urgent and important tasks, and work on multiple projects at once.
- Excellent organisation and time management skills.
- Creative and innovative approach to generating ideas.
- An interest in environmental campaigning and/ or social justice.

Desirable:

- Experience of managing social channels for marketing purposes.
- Knowledge of Google Analytics.

Our Values

Ability to demonstrate understanding and apply our values.

Integrity- We demonstrate integrity throughout everything we do, internally and externally.

Impact – We make the biggest impact we can through good analysis and judgement, insight, feedback and focus.

Leadership – We motivate others through our individual and collective actions, our compelling vision, and our clarity on what work needs to be done.

Focus on Friends- To build our influence we put new and existing ‘friends’ at the heart of our work.

Accountability- We hold ourselves and other to account for our work and how we work.

Learning and Enquiring Mindset- We learn continuously, challenging our own assumptions and habits while expanding our horizons to enable us to improve the impact of our work.

Date approved	
Date reviewed	

This job description is current as at the date shown above. In consultation with the post-holder it is liable to variation by the Director to reflect or anticipate changes, in, or to, the post and the organisation.

The job description gives an overview of the main responsibilities of the role. The day to day role will also involve any other duties and responsibilities, express and implied, which arise from the nature and character of the post.