

JOB DESCRIPTION

Job Title:	Marketing Campaigns Executive
Directorate/Team/Venue:	Communications and Marketing Team
Reporting to:	Head of Communications and Marketing
Terms:	Full Time

JOB PURPOSE

This newly created role within our Communications and Marketing team is an exciting and important post focussed on delivering social change. The role will have input across our six strategic aims, detailed in [Strategy 2028](#), with a particular focus on **Nature and Wellbeing**, **Great Place to Grow Up** and **Poverty and Prosperity**.

Letchworth Garden City Heritage Foundation is an agent for social change in Letchworth, and this role will use strategic communication to:

- Ensure that Letchworth Garden City is known as a Great Place to Grow Up, and that families living in the town can access the information, services and guidance that they need.
- Drive more Letchworth Residents to be actively engaged in nature, and the Garden City to be known for its nature rich areas and green offering.
- In line with our strategic aim to reduce poverty in Letchworth; to ensure all residents have access to an unparalleled range of social and financial resources.

MAIN WORKING CONTACTS

Internal: Executive Director of Culture, Communities and Heritage; Head of Communications and Marketing; Policy & Programme Manager – Nature and Wellbeing; Policy, Research and Programme Manager – Poverty & Prosperity; Head of Learning and Grants.

External: Schools, local councils, charities, service providers.

KEY AREAS AND TASKS

Our long-term goals for social change by 2028 will be strongly impacted by effective communication. These are the key areas of work for this role – although the role will often be required to engage with marketing and communications within other strategic areas and identify workstreams which bring them together. The key role will be the design, delivery and evaluation of social action campaigns in partnership with strategic leads and external stakeholders – to raise awareness, strengthen community engagement, and inspire and affect action. Campaigns should be targeted to different audiences including (but not limited to) members of the public, funders and internal stakeholders. This work will be underpinned by marketing and communications workstreams including:

Great Place to Grow Up

- To engage with key stakeholders on our **GP2GU** strategic aim. This involves meeting a diverse range of local people and organisations, finding out about their needs and providing them with information and content.
- Day-to-day responsibility for the GP2GU section of **DiscoverLetchworth.co.uk**.
- Responsibility for production and delivery of annual GP2GU marketing plan which includes (but is not limited to) regular communications (predominately email) to our wider internal and stakeholder groups.
- To work with our digital apprentice to produce customer facing/external GP2GU messaging.
- To own and curate the GP2GU brand, and work with the Head of Communications and Marketing on its rollout in conjunction with corporate and place branding guidelines.

Nature and Wellbeing

- Create a marketing plan using the story of nature in Letchworth Garden City to encourage active engagement in our green spaces and natural environment.
- Work with the Comms Team and external agencies to create assets where required to promote Nature and Wellbeing.
- Lead on outward facing communications and engagement linked Nature and Wellbeing.
- Day-to-day management of the Nature and Wellbeing Platform on **DiscoverLetchworth.co.uk**, including the processing of data provided by members of the public and stakeholders.
- Lead on the development of a long-term PR campaign

Poverty and Prosperity

- Develop a story-led narrative which accurately shows the level of need in Letchworth Garden City and inspires stakeholder, funder and community involvement in its improvement.
- To create public facing campaigns which effectively communicate the resources and opportunities available to local residents.
- Work with groups and organisations to ensure maximum uptake and impact from available resources.

Information and Data

- Support the compilation of data for monthly Key Performance Indicator reports using tools to provide insight and analysis on the impact of our work.
- Use customer data, insight and research to shape our strategies and plans.
- Work with the digital marketing team to ensure relevant content for Letchworth.com is constantly updated, and signposting to DiscoverLetchworth.co.uk is accurate.

Training and Development

- Show commitment to continuous personal and professional development, proactively seek feedback on performance and keep abreast of best practice and industry developments.
- Prepare for and contribute to 121s and team meetings.
- Be willing to join professional bodies and take part in CPD opportunities.
- Share new approaches, methodologies and creative approaches.

PERSON SPECIFICATION

The successful applicant will have

- Hands-on experience of delivering social change through effective communication and partnerships.
- Experience of working in a busy marketing and communications team
- Demonstrable experience with partnership working with a broad range of stakeholders
- Experience of designing a social impact communications campaign from scratch
- Proven experience of successfully delivering marketing campaigns with specific and measurable social outcomes
- Experience in measuring, and reporting on, success of marketing campaigns.

You will be champion of our organisation's values and will be able to demonstrate how you are collaborative, inclusive, supportive, evidence-based and impactful in your work.