

## MARKETING AND COMMUNICATIONS ASSISTANT

### Job Description

Job Title:	Marketing and Communications Assistant
Location:	The Green Register's office (Create Centre, Smeaton Rd, Bristol, BS1 6XN) with some scope for home working and working out of the office
Employment status:	
Hours:	Part time - 14 hours per week. Some occasional evening work may be required when attending training events
Contract:	Temporary until 31 <sup>st</sup> March 2020, with the opportunity to extend for another year dependant on funding.
Start Date:	Immediately
Pay:	£8.21 per hour
Contact:	<a href="mailto:mail@greenregister.org.uk">mail@greenregister.org.uk</a>
Deadline:	12 noon on Thursday 31 <sup>st</sup> October 2019

The Green Register ([www.greenregister.org.uk](http://www.greenregister.org.uk)) is a non-profit membership organisation offering expert and unbiased training on sustainable building practices to all disciplines (eg architects, builders, surveyors, structural engineers etc) of the construction industry. The training takes place around the UK and is managed from a Bristol office.

The Green Register is also involved with Futureproof ([www.futureproof.uk.net](http://www.futureproof.uk.net)) a collaborative, government-funded scheme focusing on developing the retrofit supply chain across the West of England region. The Green Register's principle contribution to this is the design, delivery and marketing of practical and straightforward focused training for builders.

The Green Register needs to continue developing the profile of its members and training events. An enthusiastic Marketing and Communications Assistant is therefore required to manage and exploit our online member database appropriately and support delivery of an ever-broadening range of events.

Based at Create Centre, Smeaton Rd, Bristol, BS1 6XN, the successful applicant will be part of a small team and will report to the events manager. They will be expected to work with initiative within that team and attend and report progress in fortnightly team meetings

The position will provide an excellent opportunity to improve valuable employment skills through working with a CRM system, managing data relating to both members and website content and supporting the organisation with Social Media work arising from this content. The role will suit someone with an interest in marketing and communications as well as sustainability and building.

**The key areas of activity and responsibilities will be as follows:**

1. *Member database management and promotion*
  - Contact and liaise with existing members about updating profiles on the TGR website
  - Upload details onto practice profiles, updating and auditing as appropriate
2. *Green Register Event promotion*
  - Create event specific material and promote through social media channels- LinkedIn, Facebook, Twitter
  - Promote events on the TGR news section on the website
  - Contact TGR members or relevant accounts to get them to promote our event material, particularly in the events coming up soon
  - Design leaflets or event images for print or online use
  - There is some scope for creative projects in multimedia, film or photography if you have relevant skills
3. *Growing social media presence*
  - Source potential 'news stories' to share via our networks / channels, including the TGR website
  - Build twitter lists to make accessing news and interacting with key accounts easier
  - Post and schedule relevant and interesting content to develop our narrative
  - Match posts and content across all our channels for continuity
  - Research and put forward new marketing techniques
4. *Partner Liaison*
  - Arrange inclusion of our events / TGR membership in their newsletters / e-newsletters etc
  - Confirm or explore TGR members discounts to events / products
  - Develop list of potential partners
5. *Other*
  - Attendance at Green Register events (may involve occasional evening hours)
  - Other office-related activities as required

**Skills and experience necessary**

- Excellent communication skills in listening, written and verbal form
- Editing, grammar and proof-reading skills

- Familiarity with software:
  - Microsoft Office
  - social media software
  - image editing software
  - some experience of using database / CRM / website software
- A positive and friendly telephone manner
- Interest in green building, architecture and the built environment
- Able to learn and work with new terminology (the language of green building)
- A disciplined task focussed approach to work and a will to “muck in” within a small team

**Other requirements**

- Own laptop required if doing some work from home