

Job Title:	Retail Marketing Coordinator
Department:	Marketing
Responsible to:	Marketing Manager
Responsible for:	N/A
Salary:	£28,648.00 pro rata
Hours of Work:	2.5 days per week – flexible work pattern*
Holiday Entitlement:	36 including Bank Holidays (pro rata)
Pension:	7% employer pension contribution, Salary Sacrifice Scheme
Sick Pay:	6 weeks in any rolling 12 months after probation completed
Additional Benefits:	Employee Assistance Programme, Death in Service, Cycle to Work
Parental Leave:	Maternity/Adoption: 13 weeks 100%, 26 weeks 50% + SMP Paternity: 4 weeks 100% Shared parental leave: 13 weeks 100% pay, 37 weeks ShPP
Type of Contract:	Fixed term contract (six months) – position will be reviewed at this point
Place of Work:	Oxfordshire*
Probation Period	Three months

*The postholder must be available to work on a Monday to attend the weekly retail operations managers meeting, working from either our Bicester or Witney Warehouse. Other places of work include our charity shops, Sobell House Hospice Charity office, and home. Schedule to be determined on a weekly and monthly basis depending on requirements. A flexible working pattern is essential.

Main Purpose

The Retail Marketing Coordinator will work alongside the marketing and retail teams to develop the retail social media presence, generate engaging content, and help increase income generation and raise awareness of our charity shops.

Tasks and Responsibilities

Social Media

- Work with the Marketing Manager and Marketing Coordinator to create and embed a retail social media strategy including the possible introduction of other channels.
- Manage the dedicated shops Facebook page.
- Plan and write content including scheduled and ad-hoc posts. Create reports on results of content.
- Work with the Marketing Coordinator to coordinate key awareness campaigns re volunteering, recycling, second-hand shopping.
- Publish upcoming retail events on Facebook events.
- Oversee customer support and engage with our supporters via messages, comments, and shares. Train shop managers to deliver excellent supporter care and new stock updates.

Content

- Keep up-to-date with social trends and create responsive content.
- Take high-quality photos and make engaging and fun videos, reels, and stories.
- Write articles and stories that help to bring our shops to life – e.g. day in the life diaries, volunteer and staff stories.
- Ensure displays in shops and warehouses are up-to-date and liaise with the Graphic Designer if materials need to be updated or renewed.
- Ensure the marketing team are kept up-to-date with retail activities and upcoming key promotions.

Website

- Monitor the retail pages and refresh content as needed. Publish upcoming retail events.
- Support the Online Trading Manager as required.

Other Duties

- Embody the values of Sobell House Hospice Charity and comply with all policies and procedures.
- Carry out any other duties deemed appropriate by the CEO or your line manager.
- Occasional weekend and evening work will be required to attend retail events.

Policies and Procedures

We expect all staff and volunteers to comply with our policies and procedures and to attend all relevant training, as required. These obligations include adhering to the following:

- The Health and Safety at Work Act 1974. The post holder is required to conform with our policies on Health and Safety and Fire Prevention.
- Confidentiality and Data protection, including General Data Protection Regulations (GDPR).
- Safeguarding Vulnerable Adults and Children: it is the duty of all staff working for SHHC to safeguard children and vulnerable adults.
- SHHC's Equality and Diversity Policy.

PERSON SPECIFICATION	Essential (E) or Desirable (D)	How assessed? Application (A) Documentation (D) Interview (I)
Education		
GCSE Maths and English (or equivalent).	E	A, D
A degree or apprenticeship qualification in marketing.	D	A, D
Relevant Knowledge		
Knowledge of social trends and new features.	E	A, I
Ability to use any or all of the following: Google Analytics, social media reporting tools, Hootsuite, Adobe suite, Canva, WordPress.	D	A, I
Experience		
Experience of social media marketing and management of any or all of the following channels: Facebook, Instagram, TikTok.	E	A, I
Experience of working for a charity.	D	A, I
Experience of working in retail.	D	A, I
Relevant Skills/Abilities		
Excellent copywriting and editing skills.	E	A, I
An understanding of the importance of upholding a brand identity and tone of voice.	E	A, I
Creative, with a can-do and positive attitude.	E	A, I
Excellent relationship-building skills.	E	A, I
Photography and videography skills. Confident in-front of and behind a camera.	E	A, I
Design skills.	D	A, I
Other		
Understanding of and commitment to Sobell House Hospice Charity's mission, vision and values.	E	A, I
Commitment to promoting equity, and reviewing systems and structures to support this.	E	I
Right to work in the UK.	E	A, D (at I)
Driving licence (for travel to our shops across Oxfordshire).	D	A, D