

Job description:	Marketing executive – acquisition
Reporting to:	Marketing Manager
Salary:	£23,000 - 25,000 per annum
Hours:	9.30am – 5.30 pm (Mon – Fri) – 35hours
Based:	Can Head Office, London (Borough SE1) – multiple locations across CAN offices in Central London
Main purpose of job:	To increase awareness of CAN’s mission to its target audience and to support the lead generation and acquisition strategy for CAN range of products and services.

You want to play a key role in the growth of CAN?

The Marketing team look after the acquisition and retention of CAN customers (charities and social enterprises). This post will support the Marketing Manager in developing and managing the lead generation and acquisition strategy across the annual marketing calendar of campaigns and activities.

The role offers the opportunity to work on a wide range of marketing channels (website, digital, content marketing, email marketing, live chat, and print collateral).

The post-holder will be responsible for devising and undertaking both traditional and digital media marketing and PR activities in order to increase CAN brand awareness, generate qualified leads and to support the growth targets in the marketing and sales plan.

Being passionate about digital marketing is a must to succeed in the role.

Main duties:

- Support the Marketing Manager in creating, delivering and optimising acquisition strategies (including digital and offline) to increase CAN brand awareness and generate qualified leads for CAN range of products and services.
- Develop, manage and optimise CAN websites (can-online, can-mezzanine, can-invest, muesli, meeting rooms booking system), including maintaining existing platforms, updating with relevant content and functionalities according priorities, and maintaining a consistent look & feel throughout.
- Assist in the development and delivery of AB testing (AB testing CMS, landing pages, creatives, etc) to improve conversion and user experience across different channels.
- Introduce automated email campaigns using Salesforce and/or Mailchimp for target audience
- Develop, manage and optimise the use of LiveChat
- Assist the Marketing Manager in the development of sales funnels and user journeys designed to increase conversion.
- Support the development and management of on page and off page SEO in conjunction with external agencies.
- Support the Marketing Manager in the development and management of a digital PR strategy.

- Develop editorial plan for websites and social media platforms in conjunction with external agencies.
- Develop and maintain CAN presence on selected social media platforms, including Facebook, Twitter posts, LinkedIn and explore new potential platforms.
- Contribute to the sales and marketing strategy, supporting its growth by identifying and implementing new online trends, tools and apps useful to lead generation.
- Manage external agencies relationships (projects, deadlines, budget etc) and achieve strong cost control.
- Be accountable for personal development seeking out opportunities to learn new skills.
- Adhere to relevant legislation, such as GDPR.

Knowledge and skills required:

Essential

- Working knowledge and understanding of Third Sector or previous experience working in a marketing team acquisition role
- Excellent project management skills
- Natural passion for digital marketing and inbound marketing (SEO, web copywriting, social media management, sales funnel, user journey)
- Creative and analytical thinking skills
- Strong numeric skills
- Excellent copy and visual storytelling abilities (i.e online content writing, blogs, social media)
- Experience working with CMS, WordPress, LiveChat, etc
- Good understanding of how to analyse data and key marketing metrics.
- Excellent IT skills, including Word, Excel and PPT

Desirable

- Degree educated (Marketing) or CIM equivalent qualification
- Experience of running and/or managing digital marketing campaigns
- Experience in the production of communication and marketing materials
- Experience / knowledge of Salesforce
- Self-contributor with critical attention to detail, deadlines, and reporting
- Excels at problem solving and approaching problems in multiple ways

About you:

The ideal candidate would have some marketing experience within either a charity, agency or commercial background. You would be passionate about understanding CAN online user journey and driving better conversion rates across CAN websites.

Strong project management skills and attention to detail are a must, as well as a creative and analytical mindset, and the ability to work with internal and external stakeholders.

We are a friendly and supportive team, and so this post would suit someone with a collaborative approach to projects.

About us:

CAN will have been established for 20 years in September 2018 and are a registered charity and Social Enterprise.

We have an asset value of over £40m, run 5 Serviced offices in central London exclusively for charities, social enterprises and not for profit organisations and have a turnover of just under £6m, customer base of over 1,300 people and are home to 170 organisations.

Our Vision is for a strong, impactful social economy that creates a better society.

We deliver on this by addressing the three key barriers: Premises, Skill and Finance.

Our values:

- **Collaborative:** We work collaboratively, share skills & knowledge
- **Restless:** Driven with creative hunger, we challenge norms, harnessing passion and energy to deliver.
- **Inclusive:** Approachable, flexible and caring we have faith in people, respect individuality and give a voice.
- **Bold:** We take risks, act transparently, with integrity, honesty and courage to challenge and be heard.

How to apply

To apply please email a completed application form to a.musciano@can-online.org.uk.

Applications made using personal CV would not be taken into consideration.

CAN strives to be an equal opportunity employer. We particularly welcome applications from ethnic minority groups and from people with disabilities.

Deadline for applications: 30 September 2018.

Interviews: to be held in the week of 1st October 2018.