

Welcome to the Field Studies Council

Marketing Officer with Field Studies Council Head Office, near Shrewsbury, Shropshire (SY4 1HW)

We are open to this role being hybrid with some remote / home working. Your time in the office will be dependent on business need. If this is something you would be interested in, we can discuss this further if you are selected for interview.

This is a fixed term position due to commence 22nd April 2025 until 27th February 2026 in the first instance to cover maternity leave.

Imagine a role that offers you both unique opportunities and challenges; where you are an important part of an empowered team who strive to create a truly memorable experience for every individual who visits our Field Studies Council Locations and where you have the chance to demonstrate your passion to deliver the highest standards of customer service and care. No matter what role you perform at the Field Studies Council, everyone can make a difference... if you want to join our successful Environmental Education Charity and you have what it takes to make a difference then we want to hear from you.

Included in this pack is the key information relating to our **Marketing Officer** vacancy:

- Job Description and Person Specification
- Summary of the main terms and conditions for the post
- For Information about the Field Studies Council visit www.field-studies-council.org

The closing date for receipt of your completed application is 11.59pm on Monday, 3rd March 2025.

We reserve the right to close the vacancy early if we're in receipt of sufficient applications. Please apply early to avoid disappointment.

Interviews are scheduled to take place online or at Field Studies Council Head Office in the week commencing 10th March 2025.

Shortlisted applicants will be contacted by email.

If you have any queries regarding this vacancy, please call me on 01743852139.

We look forward to receiving your application.

Carol Decker
Business Development & Marketing Manager

Job Description

Job Title:	Marketing Officer (maternity cover)
Based at:	Field Studies Council Head Office (Hybrid working possible)
Grade:	Senior Team Member
Reports to:	Marketing Team Leader This post holds no line management responsibility

Job Purpose:

This is an ideal opportunity for somebody wishing to develop a career in marketing to join a busy marketing team and gain experiences in a range of marketing activities to help develop Field Studies Council achieve its charitable objectives.

This is a pro-active role which will require intensive periods of time spent working on computer systems.

Key Responsibilities:

- You will assist in the delivery of marketing plans across Field Studies Council varied markets with a particular focus on school and leisure sectors.
- Supporting the Marketing Team Leader, as required, in the creation of marketing ideas to fulfill the charity's objectives.
- Playing both a leading and assisting role in the delivery of projects to achieve the marketing plan, covering the full range of the marketing-mix, including digital, social and online media.
- Analysing the performance of marketing projects such as the engagement of email newsletters
- Developing marketing plans for Field Studies Council learning locations in need of additional support. Managing and evaluating the delivery of the plan including, where necessary, expenditure.
- Undertaking any other duties that may be reasonably required to assist with other teams across the organisation and complying with all reasonable directions that may from time to time be given.

General:

- Complying with all relevant legislation / Field Studies Council Operating Codes of Practice (OCOPs) / Field Studies Council Health and Safety Handbook and Field Studies Council procedures
- Delivering a high standard of customer service and customer care
- Ensuring the highest standards of quality are achieved in all duties carried out
- Working closely with other staff to ensure that appropriate levels of service are maintained during absences and periods of high workload
- Maintaining professional standards at all times in accordance with Field Studies Council policies
- Fulfilling your obligations under Field Studies Council's Behaviour Partnership to ensure a happy, productive working environment
- Attending staff meetings as well as Field Studies Council internal and external training as required, in order to share best practice and improve team and learning location performance, and participating fully in staff development activities (sometimes this may involve travel to other learning locations with the occasional overnight stay)
- Driving: We have a number of vehicles which you may be asked to drive. To do so, you will need to be 21 years or over, have a full valid driving licence, to have been driving for at least two years, and undertake an internal assessment on commencement in the role
- Undertaking any other duties that may reasonably be required to ensure the smooth and efficient running of Head Office

Key Expectations:

The expectations of every employee that we regard as essential include:

- A positive and passionate work attitude
- A desire to show pride in all aspects of their work
- A flexible approach with a willingness to adapt to changes
- An ability to work using your own initiative both independently and as a competent, effective team member
- An ability to work under pressure and prioritise work to meet tight deadlines
- Always treating others with courtesy, dignity and respect
- A commitment and contribution to improving Field Studies Council's environmental performance
- A committed and proactive approach to personal development; motivated to learn new skills and overcome new challenges

This job description should be seen as enabling rather than restrictive and will be subject to regular review.

The Field Studies Council reserves the right to vary these duties, as per the needs of the business.

Date of Issue: February 2025

Person Specification

Title: Marketing Officer (maternity cover)	Location: Field Studies Council Head Office / Base Negotiable
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Essential/Desirable Factors for the Role	E	D	How is this identified?
1. Qualifications & Experience			
GCSEs A*-C in English and Maths (or equivalent)	✓		Application
Marketing or related qualification	✓		Application
2+ years' experience working in a marketing department	✓		Application/Interview
Experience of copywriting and proofreading	✓		Application/Interview
Use of office software including word processing, spreadsheets and outlook	✓		Application/Interview
Use of creative software such as Canva and InDesign	✓		Application/Interview
Experience of social media management, including use of platforms like Hootsuite/Buffer		✓	
Experience of direct email marketing, creating newsletters and managing contact lists		✓	
Use of Google Analytics		✓	Application/Interview
Experience of website development projects		✓	Application/Interview
Full valid Driving Licence		✓	Application
Educated to degree-level		✓	Application
ICT qualification		✓	Application
2. Knowledge			
Ability to quickly become confident with computerised systems and software such our customer database and content management system	✓		Application/Interview
Ability to determine the typical customer of products/services, why they are interested in them and how best to communicate with them	✓		Application/Interview
Knowledge of marketing to the leisure industry		✓	
3. Skills			
Excellent communication skills both verbally and in writing	✓		Application/Interview
Ability to think creatively and contribute new ideas	✓		Application/Interview
Excellent accuracy and attention to detail in all aspects of work	✓		Application/Interview
Ability to organise, prioritise and meet deadlines	✓		Application/Interview
Confidence to take ownership of projects and your own learning	✓		Application/Interview
Ability to analyse data	✓		Application/Interview

Summary of Main Terms and Conditions

Contract Term:

This is a fixed term position due to commence 22nd April 2025 until 27th February 2026 in the first instance to cover maternity leave.

Remuneration:

Grade: Senior Team Member

Salary Grade: Scale Points 15 - 18, actual salary is £27,737 - £ 29,655 per annum.

The point of entry within the salary grade will be dependent upon qualifications and experience. Due to the fixed term nature of the contract, you will be appointed to a fixed-point salary in the first instance.

The salary is paid monthly in arrears by BACS transfer. The salary scale is reviewed annually.

Workwear is provided by the Field Studies Council.

Hours of work:

The post is based on 37.5 hours per week, which will normally be worked over five days, Monday to Friday with a 30-minute unpaid lunch break each day. The exact working pattern can be discussed at interview.

There is an expectation that you will occasionally have to travel to other Field Studies Council locations or meeting venues within the UK. Where this is required, this would be agreed in advance and appropriate notice would be given.

Annual & Bank Holidays:

The holiday year runs from 1 January to 31 December each year. You will accrue an entitlement to paid annual holidays equating to 28 days (excluding Bank Holidays) during a complete holiday year. Part time and seasonal workers, or anyone who joins part way through the year, will receive a pro-rata of the entitlement.

In addition to the above, we recognise and reward staff loyalty by awarding additional paid leave days, based on length of service, up to a maximum cumulative total of 2 additional days paid leave (pro rata for part time and seasonal workers).

Pension:

You will be eligible to join one of Field Studies Council's Pension Schemes.

Sickness:

During periods of certified sickness, you will be eligible to receive sick pay in accordance with Field Studies Council's sickness absence procedures. The payment of sick pay is subject to compliance with Field Studies Council's rules for the notification and verification of sickness absence, details of which will be provided to you upon commencement of employment.

Additional Employee Benefits:

These include Life Assurance*, a Health Cash Plan with Westfield Health* and a 24hr Counselling Helpline Service (*exclusions apply). Further details are given on appointment, as applicable, or are available by contacting Human Resources at Field Studies Council Head Office on 01743 852119.

Probationary Period:

This post has a six-month probationary period, during which your suitability for the post will be assessed.

Post Classification / Criminal Records Check Requirements:

This post has been classified as **Category C** (as defined in the Field Studies Council Code of Conduct) which means it is **not exempt** from the Rehabilitation of Offenders Act 1974 (Exceptions) Order 1975 (as amended in

2013). No criminal records check is currently required; however, you must still meet the acceptance criteria as defined in the Field Studies Council Code of Conduct.