JOB DESCRIPTION

Job Title:	Marketing Executive
Reporting to:	Marketing Manager
Responsible for:	N/A
Department:	Sales & Events
Date:	November 2026

Job Purpose

To support the Marketing Manager in delivering marketing and communications for the Commercial activity of Quakers in Britain and its brands, including Friends House venue hire, café and bookshop, and Swarthmoor Hall.

Based in London, within the charity's Commercial department, the role will support the implementation of marketing campaigns, creation of engaging content, management of digital channels and delivery of day-to-day marketing activities.

Working collaboratively with the Marketing Manager and colleagues across the organisation, the Marketing Executive will help increase brand awareness, generate leads, support revenue growth and strengthen the organisation's reputation.

This is a hands-on role suited to someone who is organised, creative and enthusiastic about marketing - both B2B and B2C - with the ability to manage multiple tasks and contribute to the delivery of effective, customer-focused marketing activity.

1. **Key accountabilities & main tasks**:

Marketing Campaigns and Communications

- Support the Marketing Manager in planning, coordinating and delivering marketing campaigns across all of the charity's Commercial brands.
- Assist with the implementation of marketing plans, ensuring campaigns and activities are delivered on time and in line with agreed objectives.
- Coordinate marketing materials and communications to support sales activity, events, promotions and business priorities.
- Help ensure all marketing communications are consistent with brand guidelines, organisational values and agreed messaging.
- Support the development and distribution of internal communications as required.

Digital Marketing and Content Creation

- Create, schedule and publish engaging content across social media channels, ensuring activity is regular, relevant and aligned with marketing priorities.
- Support the creation of digital and offline marketing materials, including graphics, brochures, promotional materials, newsletters and campaign assets.
- Assist with email marketing activity, including preparing content, managing mailing lists and scheduling campaigns.
- Update website content, imagery and promotional information using the relevant content management systems.
- Support basic SEO activity and website content optimisation to improve visibility and customer engagement.
- Help maintain accurate, engaging and up-to-date content across digital channels.

Brand and Creative Support

- Produce and adapt marketing materials using tools such as Canva, Adobe Creative Cloud or equivalent,
- Ensure brand consistency across marketing materials and communications.
- Work with internal teams and external suppliers to coordinate the production of marketing assets and collateral.
- Assist with photography, video and other content-gathering activities to showcase the organisation's venues, services and experiences.
- Help identify opportunities to improve the quality and effectiveness of marketing content.

Marketing Administration and Reporting

- Maintain marketing calendars, campaign schedules and content plans.
- Coordinate the preparation and distribution of marketing materials, ensuring deadlines are met.
- Monitor campaign activity and assist with collecting and reporting performance data, including website traffic, email engagement and social media metrics.
- Support the Marketing Manager with research into customers, competitors, industry trends and potential marketing opportunities.
- Maintain organised marketing files, image libraries, mailing lists and other relevant records.
- Assist with monitoring marketing expenditure and processing supplier requests in line with agreed budgets and procedures.

Sales and Business Support

- Work closely with colleagues across venue hire, operations, café, bookshop and Swarthmoor Hall to understand business priorities and support their marketing requirements.
- Help deliver marketing activity that supports lead generation, customer engagement, bookings and revenue growth.
- Assist with the promotion of events, offers, seasonal activity and other commercial opportunities.
- Respond to internal marketing requests and help colleagues access appropriate marketing materials and resources.
- Undertake other reasonable duties to meet the needs of the business, including supporting other departments during off-peak periods where required

Working Hours, Conditions and Other Core Details

- Full-time role, 35 hours per week, Monday to Friday.
- Fixed-term contract for one year (with the possibility of extension following a review after six months).
- Flexibility may be required for occasional evening or weekend events.
- Some travel between sites may be required.
- Hybrid or home-working options may be considered.
- Office-based role with standard physical requirements and occasional light lifting where required.

Other responsibilities:

- Undertake duties and responsibilities in-keeping with the post
- Champion equity, diversity and inclusion in our workplace community
- Adhere to QiB's commitment to sustainability
- Contribute to departmental and organisational reporting on impact, monitoring & evaluation as required
- Support the QiB Leadership Framework
- Understand and follow QiB's policies and procedures at all times
- Understand and follow QiB's Staff Handbook at all times

Safeguarding Requirements:

- Completion of mandatory training modules on safeguarding adults and children, including annual refresher training.

PERSON SPECIFICATION

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Essential Knowledge

- Understanding of marketing principles and digital marketing channels, including social media, email marketing and website content.
- Knowledge of content creation and basic design tools, such as Canva or Adobe Creative Cloud.
- Understanding of the importance of brand consistency and clear, customer-focused communications.
- Basic understanding of marketing performance measures and how campaign effectiveness can be monitored.
- Good IT skills, including proficiency in Microsoft Office or equivalent applications.
- A good understanding of equity, diversity and inclusion in the workplace

Essential Values and Behaviours

- Collaborative and adaptable, with a positive and proactive approach to work.
- Well organised, with strong attention to detail.
- Creative, enthusiastic and willing to contribute ideas.
- Committed to inclusivity, sustainability and accessibility.
- Sympathetic to Quaker values and ethical marketing principles.
- Able to work effectively with colleagues across different teams and departments.

Essential Experience

- Experience in a marketing, communications, content creation or related role, or demonstrable relevant experience.
- Experience creating content for digital channels, particularly social media.
- Experience producing written and visual marketing materials.
- Experience coordinating tasks or projects and working to deadlines.
- Experience managing multiple priorities.

Essential Skills

- Good written communication and copywriting skills.
- Good organisational and time-management skills.
- Attention to detail and the ability to maintain accurate information.
- Creative thinking and an interest in developing engaging marketing content.
- Ability to work independently on allocated tasks while contributing effectively to a team.
- Good interpersonal skills and the ability to build relationships with internal stakeholders.
- Ability to respond positively to changing priorities and business needs.

Desirable (Not Essential)

- Experience using email marketing platforms such as Mailchimp or equivalent.
- Experience updating websites through a content management system such as Wordpress.
- Familiarity with Google Analytics, GA4 or other digital marketing tools.
- Experience using social media scheduling and management platforms such as Hootsuite.
- Experience working with hospitality, events, venues, retail, tourism or a customer-facing organisation.
- Knowledge of Quaker values or experience working within a mission-driven or ethical organisation.
- A relevant marketing, communications or digital qualification.