**Job Description**

**Job Title**: Marketing & Events Officer

**Reports to**: Marketing & Events Manager

**Management responsibility:** None

**Salary:** £30,936-£34,002 (pay award pending)

**Job Purpose**

1. To help ensure SHARE achieves its goals in the delivery of learning & development and organisational development products and services, membership promotion and income generation
2. To help shape and deliver the strategic direction of SHARE including SHARE’s Strategic Plan and budget
3. To ensure SHARE’s conference and events budgets are met
4. To develop and deliver the organisation’s marketing strategy and social media strategy.
5. To develop, plan and deliver SHARE’s events including the annual conference

**Responsibilities**

**Marketing**

* Co-ordinate and deliver the marketing opportunities for the organisation
* Develop and implement SHARE’s social media strategy
* Help develop and deliver SHARE’s communication plan
* Ensure the promotion of all SHARE’s learning & development and organisational development products and services
* Ensure marketing, communications and event production for SHARE events
* Develop and ensure production of SHARE’s marketing and information materials including newsletters, bulletins and ezines
* Ensure SHARE’s website and promotional materials are accurate and up to date
* Produce monthly e-blasts in line with project plans
* Lead on the production of SHARE’s quarterly newsletter
* Create and develop new innovative ways to communicate SHARE’s message to members and others
* Network and exhibit the services of SHARE at conferences and events
* Develop promotional plans for new SHARE activities and products
* Promote SHARE membership offer

**Events**

* Keep abreast of developments in housing, learning & development and organisational development to help identify needs and trends within the sector to inform SHARE’s annual conference and events
* Develop and deliver a high quality, relevant and up to date annual conference and a comprehensive programme of high quality, relevant and up-to-date events to the housing and other sectors
* Ensure events are timely, focused, relevant, provide value for money and generate financial targets set
* Identify and ensure excellent relationship with speakers and others who help deliver SHARE’s annual conference and events, as well as venues, key partners and contractors
* Liaise with venue personnel
* Input to the production of regular costings and to SHARE’s draft budget and forecasts
* Develop and oversee sponsorship and exhibition opportunities and help ensure targets are met.
* Monitor, evaluate and maintain the quality and effectiveness of all events.
* Promote and produce detailed written proposals for housing and other organisations requiring SHARE’s event management

**General**

* Contribute to the development and delivery of SHARE’s Strategic Plan
* Provide prompt written and telephone advice to enquiries about SHARE’s products and services
* Promote SHARE membership
* Produce papers for the SHARE Executive Committee and attend Committee meetings as required
* To carry out any other duties as may be reasonably asked by SHARE’s Director.