



JOB DESCRIPTION: ENTERPRISE OFFICER (MARKETING AND SALES) (P/T)

Salary: £24,479 to £30,376 (pro rata)

Hours: 21 per week (0.6 FTE)

Contract: Permanent (currently funded for two years)

Location: Nairn (with the potential for some homeworking)

Reports to: Chief Executive

Accountable to: Finance Sub-Committee (inc. Chair and Treasurer from Green Hive's Board of Directors)

Purpose of role: The Enterprise Officer will work with the Chief Executive and the wider team to develop and implement a marketing plan that increases income through the efficient delivery and strategic long-term growth of Green Hive's various lines of commercial trade, meeting specific targets for each of the next two years (April 2024-March 2026) and using both in-person and online channels to facilitate profitable business-to-business and business-to-consumer interactions.

Context: Launched in 2015, Green Hive (formally Nairn River Enterprise) is a community hub and a charity that specialises in volunteer-led projects and other initiatives, helping to conserve, restore and sustainably develop the natural habitats and public amenities of Nairn and Nairnshire, while cultivating skills and employability and improving outcomes for residents and visitors. Over the last decade the organisation has developed a suite of core business operations that focus on reducing pollution and waste, recycling and re-using discarded man-made materials and promoting more positive interactions with the local environment. It has done this while gradually consolidating its own financial position in support of longer-term organisational sustainability and growth. Recent investment from the Postcode Innovation Trust takes us to the next level, and the recruitment of a dedicated marketing and sales specialist will be pivotal to our ongoing plans. In November 2022 Green Hive took ownership of Seaman's

Hall in the Fishertown precinct of Nairn; over the last year it has been developing public programmes aimed at re-establishing this important historic building as a community hub. We are also formulating capital development plans for the facility. The Enterprise Officer will support these activities, playing a key role in the implementation and continuing evolution of our five-year strategic business plan.

Main duties and responsibilities:

- To lead on the implementation and ongoing development of an effective marketing strategy for Green Hive, its products and services.
- To work with the Chief Executive, staff colleagues and the Directors to build a clear understanding of Green Hive's current and future priorities, organisational needs and capacities, and the opportunities available for sustainable development and growth via commercial trading: including product sales, facilities hires, service provision, social prescribing, events ticketing and other marketable assets, commodities, goods and services.
- To cultivate relationships with housing groups, local authorities, statutory service-providers (NHS trusts, regional DWP offices, etc.), community organisations, commercial retailers and suppliers, universities and educational institutions, etc. as platforms, stockists and potential points-of-sale for the marketing and selling of Green Hive goods and services.
- To establish, develop and administer physical points-of-sale for Green Hive products and services at Seaman's Hall, at our Community Workshop and as part of our outdoor events programming, and also online via our website and through other internet trading platforms.
- To lead on the development of consistent branding, and a well-articulated communications strategy for Green Hive and its activities.
- To coordinate external communications, publicity and marketing at Green Hive, working with colleagues to formulate and distribute information and content through a variety of established media channels (including Facebook, Instagram, Twitter and YouTube, online newsletters, blogs, podcasts and videos, press releases, public consultations, market research, etc.), while ensuring these communications align productively with the commercial objectives of the organisation, as well as its long-term developmental aspirations.

- To produce memorable and appealing promotional materials and copy in support of Green Hive activities and trading lines.
- To develop a well-organised, catalogued, categorised and credited image library for Green Hive, its goods, services and activities.
- To work with the Chief Executive, staff colleagues and the Directors on the setting of annual budgets, the generation of quarterly management accounts and long-term organisational and departmental business planning.
- To attend and contribute to Green Hive meetings, reporting on progress against existing targets and sharing insights into new opportunities for organisational promotion and the generation of income.
- To maintain a working knowledge of charity legislation, ensuring all income-generation at Green Hive is conducted according to current best-practice standards (including GDPR).
- To take on any other duties that may be reasonably required according to the needs of the organisation.

Skills, knowledge and experience

- Excellent written and verbal communication skills and the ability to communicate clearly and effectively with different audiences, and at all levels.
- Experience of building and managing beneficial relationships with individuals and organisations.
- Excellent organisational and administrative skills, with the ability to plan and prioritise workload.
- Ability to work flexibly and on your own initiative.
- Proactive, organised and methodical, with an ability to grasp detail and complexity.
- Good record of negotiating changing priorities and meeting deadlines.
- Commitment to sound financial management and achieving financial targets.
- Understanding of the key facets of GDPR and how it relates to customer and client data.

- Marketing experience with a proven track record.
- Retail experience.

The job description does not attempt to describe all the tasks and responsibilities of the post, but rather illustrates - with examples - the main duties of the post-holder. It is therefore subject to alteration and development and will be reviewed annually in consultation with the Chief Executive and the Directors.

To apply: Email a CV and a covering letter explaining your suitability for the role to nre@greenhive.co.uk before midnight on Sunday 14 April 2024. Likely dates for interview 24 or 25 April 2024. If you'd like an informal chat before applying, please contact Matthew at matthew@greenhive.co.uk