



The
countryside
charity

Person specification: Marketing Assistant

Department: Engagement and Income

Location: CPRE national office, 15-21 Provost St, London N1 7NH
(near Old Street tube station)

Salary: £23,460

Reporting to: Head of Brand and Engagement

Responsible for: Assisting in the implementation and delivery of a range of brand and engagement plans and activities

Job summary – the big picture

The role is one of two positions that make up CPRE, the countryside charity's exciting Green Shoots work scheme, which is designed to help open up the environment sector to a more diverse group of people. The role is for a duration of 12 months and is for people who are at least 18 years' old.

Young people with Black African or Black Caribbean heritage are underrepresented at CPRE and are particularly encouraged to apply.

This role will assist with the work of the Brand and Engagement team, which does the following:

- **Digital engagement** – ie writing and scheduling social media posts, writing and building supporter emails, creating and editing landing pages.
- **Brand marketing** – ie ensuring our brand is applied consistently across our external facing outputs and materials.

Key people – who you'll be working with

- Internal – own team, other teams in the Engagement and Income Department and the External Affairs team in the Campaigns and Policy Department.
- CPRE's network – local CPREs in counties around England (such as Essex, Kent and Lancashire etc) and their teams of volunteers eg people who give up their time to campaign on countryside, planning and environmental issues in their own communities.
- External – communications professionals in other organisations eg social media contact in Wildlife and Countryside Link, which is an organisation that CPRE is a member of.



Important areas of responsibility – what you'll be doing day-to-day

- Assist with implementation of new and engaging digital communications and marketing activity that support organisational objectives and attract and engage broader audiences.
- Work with colleagues to identify and implement tactics to increase the reach of our online communications and social media channels eg Twitter, Facebook and Instagram.
- Work with our Content team and the broader Network of local groups to create and edit fresh, creative content for social media channels, landing pages, and supporter emails.
- Monitor and report on the performance of digital communications and brand marketing using tools like Google Analytics and Sproutsocial.
- Assist with detailed desk research on a range of marketing and engagement areas.
- Other administrative duties to support the effective working of the Brand and Engagement team.
- Help your team mates out with urgent bits of work as and when needed.

And in all you do, we ask that you model CPRE's values and behaviours, which are *OPEN* (eg be friendly and approachable and open minded), *TRUSTED* (eg doing what you have said you will so), *CONNECTED* (eg be a good listener and share your skills and knowledge with others) and *INSPIRATIONAL* (eg challenge the status quo).

Selection criteria – what you need to do this role

1. A bit of knowledge, or an interest in, something like one or two of the following: plants and trees; hills, fields, woods, local parks and green spaces; rivers, canals and waterways; hill-climbing and exploring; geography; ecology, farming and growing things; public transport and building new homes. Or our mental well-being, stress and the benefits of access to the countryside and green spaces.
2. A basic understand, or a little knowledge of, one or two environmental or climate change issues such as recycling, pollution, protecting the oceans, rain forests or endangered species.
3. An interest in what's happening in the world at large or your own community or school or college, or in helping make society better by being involved in campaigns or causes.
4. Being able to write basic emails and use Microsoft Word or Google docs.
5. Ability to work well as part of a team.
6. GCSE Maths because you need to use numbers, and GCSE English because you need to write clear, grammatical sentences – or be able to demonstrate you can do this.
7. Being able to plan, prioritise and organise tasks, and hit deadlines.

Other criteria

- You are currently living in our offices' surrounding boroughs (e.g. Hackney, Tower Hamlets, Southwark, Waltham Forest)).
- You have attended state school (18 years or over).
- You have no higher-level qualifications.
- You have been in care or have parents without higher education qualifications.

Learning and development - how you will be supported



How you'll be supported – by CPRE and others

- Your line manager will meet you regularly to ensure you have the support you need day-to-day and more broadly throughout the year. They will set clear tasks and provide you with the information and support you need to complete them.
- Your line manager will take responsibility for your development through learning, networking, appraisal and other opportunities for growth, to include:
 - At least five countryside visits
 - A £200 learning budget for equipment you may need in the role
 - Hands-on landscape enhancement days in the countryside, regional visits to local CPRE groups, on-the-job learning, and through participation in events such as litter picks in the urban countryside.
- An external mentor will also meet with you regularly to hear about how everything is going, talk through any issues and give you any support you might need.
- You will also meet regularly with the other green shooter and share your experiences and support one another during the year.

CPRE staff benefits – the perks of the job

Other than getting to work in one of the environment sector's leading charities, you'll also benefit from the following:

- Pension – CPRE offers a group personal pension policy with Aviva. CPRE will contribute to this policy monthly at a rate of 7% of gross (i.e. before tax) current salary. The minimum staff contribution is 1% (also from gross salary), and staff can increase this percentage at any time.
- Life assurance – CPRE has an employee life assurance policy, which covers all staff during their employment with CPRE. This means that if you pass away while working for CPRE, a loved one will receive four times your annual salary.
- Employee support – Healthy Extras - CPRE provides access to the healthy extras service, which includes:
 - Doctor Line - 24 hours a day, you can pick up the phone and arrange a call back from a practising UK GP, to discuss any health issues and receive advice or a diagnosis
 - Togetherall - a safe online space for you to explore things that are troubling you and get support in confidence
 - 24-hour advice and information line - this service gives you access to confidential guidance on medical, legal or domestic issues from qualified counsellors, legal advisors and nurses
 - Westfield Rewards - special offers on all your favourite goods and services from over 1,000 leading restaurants, retailers and destinations.
- Flexible working – CPRE has a flexible-working policy with a number of staff working flexibly. Where flexible working requests are agreed by line managers, staff are able to alter their working hours or work from home on agreed days. We also have flexible start and finish times, subject to working core hours.
- Holidays – CPRE offers 25 days per calendar year. Paid leave will also be given for public holidays and three 'privilege' days, normally taken between Christmas and the New Year.



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- Season ticket/bike loan – a season ticket loan is available to staff members on successful completion of the probationary period. For those who prefer to cycle in to work, we offer a loan on the same basis as the season ticket loan.
- Free tea and coffee – free tea and coffee is provided in the office.

CPRE places high value on equality. We treat everyone with respect and consideration because we know it's the right thing to do. We also know that diverse teams make much better decisions, are more creative and more stimulating to work in. So, if you join us, you will be able to help us put equality, the environment and diversity at the centre of everything we do.

We hope you like the sound of the role and will take the time to apply!