Marketing Assistant

40 hours per week. Permanent contract

Department:	Development	**Level:**	Support-3
Reporting to:	Marketing Manager	**Location:**	Remote

Job Description

Purpose of the Post

As Marketing Assistant at sister charities, ACCT UK and CCFA, you will play a key role in planning, creating and delivering impactful marketing and communications. Working closely with the wider Development team, you will help to deliver campaigns that inspire donors, attract corporate sponsors, and tell the powerful impact stories of cadets and adult volunteers across the UK.

Principal Responsibilities

- Work with the Marketing Manager to develop and deliver multi-channel marketing campaigns to raise awareness of the charities' work.
- Support digital marketing activity, including website updates, email campaigns, and social media content.
- Create engaging copy and visual content tailored to diverse audiences, from young people to corporate partners.
- Manage the two charities' separate brand guidelines, ensuring consistent messaging and tone of voice.
- Manage supplies of marketing collateral and promotional merchandise.
- Monitor and report on campaign performance using analytics tools, providing insights to improve impact.

Holderness House, 51-61 Clifton Street, London EC2A 4DW **acctuk.org / cadetsinschools.org**
ACCT UK is a registered charity in England, Wales and Northern Ireland (305962) and in Scotland (SC039057)
CCFA is a registered charity in England, Wales and Northern Ireland (1170994) and in Scotland (SC048021)

- Help create quarterly reports on website and social media engagement.
- Contribute to fundraising initiatives with creative marketing ideas and execution.
- Build strong relationships with internal teams, volunteers, and external suppliers (e.g. designers, print agencies).
- Assist in the promotion of events, challenges, and campaigns that support the charities' strategic objectives.
- Support the team with events, including ACCT UK's annual Excellence Awards and charity centenary celebrations in 2030.
- Assist the team with marketing-related admin and the adding and maintenance of data within the Customer Relationship Management system.
- Build relationships with our key audiences in the Army Cadet Force and Combined Cadet Force, to support their continued engagement with the charities.
- Any other commensurate task as directed by line management.

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Key Skills and Attributes

Essential	Desirable	Methods of assessment
Qualifications and Training		
	• A marketing qualification • Evidence of continuing personal and professional development.	Application, interview
Experience and knowledge		
• Proven ability to create content for different audiences and channels. • Knowledge of digital marketing tools, including social media management platforms (Hootsuite), email campaigns (e.g. Mailchimp), and website (WordPress). • Excellent organisational skills, confident in juggling multiple priorities and meeting deadlines.	• Experience in a marketing, communications or digital role. • Charity sector experience in marketing, communications or digital role. • Experience in design tools such as Canva, Adobe Creative Suite, or equivalent. • Familiarity with the youth and education sectors.	Application, interview, references
Skills and ability		
• Strong written and verbal communication skills with attention to detail. • A flair for storytelling and content creation.	• Analytical mindset with the ability to interpret data and report on campaign performance.	Application, interview, references

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