



**Role: New marketing manager (voluntary)**

**Start date: ASAP**

We're looking for an enthusiastic individual to join the Chatsworth Road market team (as a volunteer) to manage all our marketing needs. It's open to all but is particularly suited to anyone looking to improve their CV as it carries responsibility and visible results for your efforts. The role is initially unpaid, expenses will be covered but offers the potential for payment as the market extends. It's a great opportunity to get involved with your local community on a flexible basis and to contribute back. You'll get to work with the market traders, the local shop keepers and meet plenty of local residents...and they're all really lovely!

**The role requires;**

- Some appreciation of the marketing needs of an organization such as ourselves, gained from exposure to a marketing or social media role or a similar environment.
- A creative, enthusiastic and outgoing person who enjoys meeting people.
- A passion for street markets, their people and the products.
- A self-starter who is comfortable working on their own initiative (but we'll provide some support!).
- Strong and effective communicator, both written and oral.
- Familiarity with Word / PowerPoint / Excel useful but not essential.
- Approximately 5 hours a week commitment (majority is the social side which can be handled on a very flexible basis or even on the move as required).

**Responsibilities include;**

**Social Marketing**

- Creation and delivery of content ideas from discussions with the market traders / new starters.
- Regular posting to social media (predominantly Twitter, Facebook & Instagram)
- Responding to incoming Social Media messages
- Engaging with the Social Media followers to generate conversation and interaction
- Adding any infrequent marketing specific updates to Chatsworth Road E5's website (no technical website / Wordpress knowledge required)

**Printed Marketing**

- Working with our PR specialist who will deliver your communications into targeted press & media contacts (approx. three per year).
- Working with a graphic designer to produce copy / design guidelines for promotional material on an ad hoc basis e.g. postcards, adverts, posters, banners etc.
- Responding to requests for information and images from the wider media & external organisations wishing to write pieces about Chatsworth Road as a street or the Market itself (ad hoc and standard content already written)

**Other Ad hoc Duties**

- Opportunity to expand the role to include Marketing support for key events such as ChatsFest (September) and Chatsworth Road Christmas markets

**For more info or for an informal chat drop us a mail at [info@chatsworthroade5.co.uk](mailto:info@chatsworthroade5.co.uk) or if you're ready to apply send your CV to the same address along with a short paragraph as to why you want to join us.**