



**Communications and Marketing Officer (0.5 FTE)**  
*Cumbria Development Education Centre [CDEC]*

**Background**

We are very excited to be inviting a new member to join our team. CDEC is a global learning charity based in Cumbria and which has enjoyed global reach. We are passionate about working with schools and communities, inspiring and enabling them to create a socially and environmentally just world. Our vision is for young people, through their global learning experiences, to become informed, responsible and active global citizens with a lifelong commitment to building a fairer and more sustainable world.

You would be joining a small, welcoming team of passionate, thoughtful and dedicated individuals who live out the organisation's values. How we do things is as important as what we do, and that extends to how we relate with each other and the people we support.

In living out our values- equity, justice, responsibility, integrity and hope- CDEC is actively seeking to expand our team to include colleagues from all backgrounds, including black, brown, minority ethnic, LGBTQI+ and non-UK born applicants. We would also love to include people with disabilities on our staff team.

**The CDEC vision**

Our vision is for **Cumbria to become a beacon of global citizenship.**

This will be achieved by CDEC:

- 1.** Playing a leading role in the development of approaches to teaching and learning in Cumbrian schools which promote global citizenship;
- 2.** Facilitating the development of a network of organizations that are committed to the cultural ethos of working towards a fairer and more sustainable world;
- 3.** Continuing as a sustainable organisation which will be able to provide appropriate services and support to the Cumbrian community in order to achieve this vision.

## **New Post: Communications and Marketing Officer**

**Start date: as soon as possible**

**Salary: £24,849 - £26,675 pa pro rata**

**Terms and conditions: 0.5fte, for an initial fixed term of 12 months**

**Responsible to: Director**

**Base: CDEC's Ambleside office (with some flexibility for working from home)**

The purpose of this post is to lead and co-ordinate CDEC's growing communication network of global citizenship partners, both within and beyond the education sector as well as increasing our reach and impact with new audiences- both as participants and as supporters. The successful applicant will work with the Director and other members of the team to develop and implement a successful communications strategy that will enable us to expand our network of partners, explore and create opportunities for collaboration, and raise the profile of the importance of global citizenship both within and beyond the education sector. You will also work with the director on our marketing strategy and implementation, growing legacy giving and new income generation streams.

This is an opportunity for an imaginative and enthusiastic individual to join our team. The successful candidate will have an understanding of the crucial role of collaboration and dialogue in building a network, both in terms of contributing to the sustainability of our organisation through building 'social capital' as well as within the context of our vision of a fair and sustainable world.

The Communications and Marketing Officer will need to understand the aims of the organisation and the role of the global dimension in education in order to build relationships with external partners and effectively promote the organisation to schools, communities and potential partners and sponsors.

### **Key Responsibilities**

- Develop and continue to implement CDEC's communications strategy, in consultation with the Director and other team members
- Develop and implement a marketing strategy that develops new income streams and partnerships
- Operate as a relationships manager for these new audiences
- Manage our Friends of CDEC scheme and legacy giving, providing regular two-way communication
- Co-ordinate the development of CDEC's expanding network of organisations and groups with a commitment to social justice and a stake in global citizenship education
- Maximise the potential collaborative contribution of all stakeholders in CDEC's network, eg: through volunteering, financial donation, other 'in-kind' support
- Maintain and grow a range of approaches to managing CDEC's relationships with stakeholders, including newsletters, social media etc
- Oversee the ongoing updating and maintenance of CDEC's website as a key tool for communication
- Develop appropriate marketing materials, target audiences and messages for CDEC
- Coordinate the portfolio of social media for CDEC
- Represent CDEC at networking events and meetings with supporters and volunteers

- Organise and implement, in collaboration with other team members when appropriate, a calendar of events/initiatives to engage our stakeholders in support of CDEC's vision and overall strategy
- Support CDEC colleagues with project communications and marketing, listening sensitively to project officers
- Liaise closely with the Director as an ongoing point of contact for donors, supporters and volunteers
- Collaborate in the development and maintenance of CDEC's database so that it is an up to date and effective tool for managing and engaging our supporter base
- Advise the Director of possible and on-going issues affecting communication and relationship management, both within and outside the organisation
- Ensure best practice for cultivation and stewardship of supporters in all activity, in line with GDPR safeguarding and other legal requirements
- Participate effectively as a member of the CDEC Team, reporting to the Director

### **Person specification - Communications and Marketing Officer**

#### **Essential knowledge, skills and experience**

- Demonstrable ability to build and nurture effective organisational relationships using a range of approaches and tools, eg website, databases, newsletters, events, membership, social media, and one-to-one dialogue
- Outstanding verbal and written communication, and the ability to relate with individuals from diverse backgrounds and in different contexts
- A successful track record of marketing and promotion
- Expertise and experience in managing websites and generating clear and effective content
- Ability to plan strategically and identify network potential with other relevant organisations.
- Ability to take initiative whilst working collaboratively as a team member
- Full UK driving licence and the ability to travel to diverse and sometimes remote locations in and beyond Cumbria
- Be creative, self-motivated, and engage positively with all internal and external contacts

#### **Desirable knowledge, skills and experience**

- Understanding of the global education landscape, both within and beyond the UK
- First degree or equivalent; postgraduate and/or professional qualification
- Event management experience
- Membership of a relevant professional association
- Experience of volunteering or working alongside volunteers

**To apply: Complete an application form, and return to [laura@cdec.org.uk](mailto:laura@cdec.org.uk)**

**Closing date: 5pm 3<sup>rd</sup> September 2021**

**Interviews: week beginning 13<sup>th</sup> September**

**If you would like to discuss the role, do contact CDEC's director Laura on 07986 921096**