

Job Description

<p>1. JOB TITLE: Marketing Volunteer</p> <p>Area: Operations</p> <p>Reports to: Marketing Manager</p>
<p>2. NUMBER OF DIRECT REPORTS None</p>
<p>3. WORK AND JOB STATUS Full time, temporary, executive</p>
<p>4. MAIN PURPOSE OF JOB</p> <p>Projects related to visual and digital communications with specific initiatives to be completed over the summer</p> <p>To assist the functional teams to deliver their goals by providing support as outlined below.</p>
<p>5. PRINCIPAL ACCOUNTABILITIES:</p> <p>a) Image Database</p> <ul style="list-style-type: none"> To review and categorise existing images, make recommendations and then implement an Image Database. <p>b) Website</p> <ul style="list-style-type: none"> Improve search ability of the SCI website by tagging content with appropriate keywords. To carry out keyword and search term research and incorporate findings / recommendations into content tagging. <p>c) YouTube Channel</p> <ul style="list-style-type: none"> Work with the Marketing Manager to design, construct and launch an SCI YouTube channel. Review existing video content and publish appropriate existing videos whilst making recommendations for future video content development. <p>d) General/Additional Tasks</p> <ul style="list-style-type: none"> Undertake such other duties as may be assigned by the Marketing Manager, from time to time
<p>5. PERFORMANCE INDICATORS:</p> <ul style="list-style-type: none"> Timely delivery of activities Accurate use of SCI Brand Accuracy of work e.g. information provided, records kept etc

Society of Chemical Industry

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SCI founded in London 1881 and in New York 1894

Incorporated by Royal Charter 1907, Registered as UK Charity 206883

Recognised as a not for profit organisation across the world

<p>6. WORKING RELATIONSHIPS</p> <p>a) Internal: Directors, Managers, committees (via Group committee support contact) and all other members of staff</p> <p>b) External: Agencies and suppliers</p> <p>c) Undertake other tasks as deemed appropriate by your director, manager and other members of the executive</p>
<p>7. FREEDOM AND CONSTRAINTS</p> <ul style="list-style-type: none"> • Self-governing on 40% of actions and as determined by your manager
<p>8. PLANNING AND ORGANISATION</p> <ul style="list-style-type: none"> • Plan, implement and measure outcomes of initiatives and projects under guidance from manager
<p>9. KNOWLEDGE, SKILLS & EXPERIENCE</p> <ul style="list-style-type: none"> • Broad understanding of marketing principles • Computer literate, with a good level of knowledge and competence with Microsoft Outlook, Word, Excel, PowerPoint) • Knowledge of website search • Knowledge of social media channels and their use for marketing organisations desirable • Good written and spoken English; ability to produce copy for marketing collateral • Possesses a good standard of interpersonal and communication skills • Experience of managing own workload with limited supervision and working under reasonable pressure to achieve deadlines • A creative approach to challenges and opportunities • An organised and methodical approach to work • A team player, able to interact tactfully with colleagues, Members, suppliers and others • Self motivated

Signed.....

Dated.....