



## Digital Marketing Coordinator

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Lindengate Mental Health Charity is located at a stunning five-acre site in Buckinghamshire, where nature breathes new life into anyone looking for support with their wellbeing, through the healing power of nature. The garden lends itself to supporting people in recovering from a range of low to moderate mental health needs.

The natural beauty and richness of the site help to restore and heal, whilst specialised gardening, conservation, construction, cooking, and nature based art and crafts activities provide focus and purpose. Add to this the community of volunteers and staff who nurture a supportive, inclusive and safe environment and you have a recipe for success.

**Our vision:** Better health and wellbeing for all through nature.

**Our mission:** Through the provision of nature based activities, we empower everyone to nurture their wellbeing, connect to the healing power of nature and respect the environment.

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<b>Role title:</b>	Digital Marketing Coordinator
<b>Based at:</b>	Lindengate Mental Health Charity, Aylesbury Road, Wendover, Buckinghamshire, HP22 6BD
<b>Reporting to:</b>	Communications Manager
<b>Hours:</b>	P/T – 24 hours per week
<b>Pay:</b>	£11.50 per hour

### MAIN DUTIES AND RESPONSIBILITIES:

#### OBJECTIVES:

To grow Lindengate's positive digital reputation and presence and assist with the development of new opportunities.

#### KEY TASKS:

- Strong copy writing and proofreading skills are essential
- Creative and resourceful
- Some photography and image design ability
- A track record of developing and implementing successful digital marketing campaigns
- Highly competent use of Microsoft Office products
- Some knowledge of image manipulation software and website CMS advantageous Knowledge of digital marketing tools such as Hootsuite, Mailchimp
- Keep up to date with current digital trends
- Manage communication across all social media platforms, internally and externally,
- Reporting on social media stats, including Google Analytics on a weekly/monthly basis to the Communications Manager

- Writing email content and building designs in Mailchimp / Canva
- Producing exciting social media campaigns and building up a fan base across multiple social media channels to grow online presence.
- Growing online site traffic, engagement, followers & click through rates, subscribers to newsletter

#### **Essential Skills & Experience:**

- Educated to degree level
- Experience of social platforms, including Hootsuite
- Strong organisational skills with the ability to prioritise a busy workload, executing an ongoing plan
- Good MS Office Knowledge (Outlook, Word & Excel)
- Good attention to detail
- Excellent written and verbal communication skills
- Highly experienced in editing pictures and videos & creating content, using Canva or similar software
- Proven work experience in social media management
- Excellent written communication and copywriting skills
- An ability to work individually and as part of a team

#### **ADDITIONAL RESPONSIBILITIES**

- To be sensitive to, and supportive of, people with mental health challenges with whom we work, in all areas of practice and adhere to our safeguarding policies.
- To observe all health and safety requirements.
- To undertake any additional and appropriate functions as required. Any additional duties will normally be to cover unforeseen circumstances or changes in work, and will usually be compatible with the regular type of work. If an additional task or responsibility becomes a regular or frequent part of the job, it will be included in the job description in consultation with the post holder.

#### **PERSON SPECIFICATION**

- Educated to degree level or equivalent
- Experience with working with people at different levels, demonstrating an ability to engage effectively
- Excellent organisational skills, including ability to work on own initiative, managing & prioritising workload & high level of communication skills
- Ability to develop relationships with a variety of different people
- Confident and professional approach, ability to exercise own judgment and discretion
- Experience in using Customer Relationship Management (CRM) systems & using online fundraising platforms
- Hard working, resilient & committed to working as part of a team
- Adaptable and flexible with a willingness to occasionally carry out duties outside office hours
- An awareness of and interest in the work of Lindengate and nature based charities, with an empathy with conservation and protecting the environment.

#### **COMPLIANCE WITH POLICIES**

All duties and responsibilities should be carried out in accordance with agreed policy and procedures, in particular the policies on Vulnerable Adults, Boundaries, Safeguarding, Confidentiality, Data Protection and Health and Safety.

**Support:** Training, where specifically required for the role, will be provided.

**Security Checks:** Employment is subject to a satisfactory Enhanced DBS check.

**To Apply, please submit a full CV with covering letter to [charlie.hughes@lindengate.org.uk](mailto:charlie.hughes@lindengate.org.uk)**

**Telephone:** 01296 622443

**Website:** [www.lindengate.org.uk](http://www.lindengate.org.uk)