



## **Events and Marketing Officer Job Description and Person Specification**

- Salary:** £11,114 for an average of 16 hours per week (£24,312 pro rata)
- Working Hours:** 16 hours per week – including Farmers Market Saturdays once a month and some evening meetings as required (usually 1-2/month)  
Hours are flexible to be agreed with Line Manager, it is anticipated more input will be required the week before and after the Farmers Market.
- Line Manager:** BVT Director
- Responsible to:** BVT Board of Directors
- Place of Work:** BVT office is in Balerno High School, Attendance at the Farmers Market and other meeting places as required

Balerno Village Trust (BVT) wishes to appoint a Events and Marketing Officer to work with the Board and Volunteers to make Balerno a better place to live work and visit.

We are looking for a highly motivated person with a strong and demonstrable community spirit who is committed to working with stall holders and volunteers to develop the community.

BVT was established as a company limited by guarantee in 2009 and as a charity in 2013. BVT has initiated a number of projects including the Balerno Farmers Market (2005), Balerno Music Festival (2008), Sustain Balerno (2011) and Harlaw Hydro (2012) and Malleny Garden Vegetables (2017). It has current plans in hand to develop the Harlaw House Visitor Centre.

The post advertised is funded by Harlaw Hydro community benefit funds.

Balerno Village Trust's Vision is: A thriving, resilient and sustainable community for Balerno.

Its mission is to: work in partnership with others to help make our community stronger and more sustainable, environmentally, socially and economically.

### **To apply:**

Please send a CV and covering letter to [recruitment@balernovt.org.uk](mailto:recruitment@balernovt.org.uk)

**Closing Date: Monday 20th August at 12 Noon**

[www.balernovt.org.uk](http://www.balernovt.org.uk)  
<https://www.facebook.com/BalernoVillageTrust/>

## **Job Description**

### **The strategic objectives of the Events and Marketing Officer is to:**

- Ensure that the Farmers Market thrives as a prime opportunity for developing community cohesion
- Inspire members of the community to get involved in projects which create and enhance community.
- Promote and develop Balerno Village Trust, building strategic relationships, strong networks and a high profile;
- Work with the Directors and others to ensure that BVT's track record for creating inspiring and popular events and projects grows.

### **Main duties and responsibilities**

#### **Manage the monthly Farmers Market in partnership with the Farmers Market Volunteer Team:**

- Researching and booking appropriate stall-holders, liaising with existing stall-holders, preparing a lay-out plan for the market, and organising entertainments, music and activities as agreed with the market group.
- Attend monthly markets from 8am – 2pm, and work with the team of BVT board and volunteers present to ensure the events run smoothly. This could involve-selling goods, organising children's activities, conducting surveys and research, signing up new volunteers etc. A versatile approach is required.
- Work with the volunteer team to coordinate a series of events to encourage attendance at the market – eg Apple Day, Tattie Day, Scarecrow Competition.
- Prepare monthly rent sheets for the market in co-operation with the Treasurer and ensure stall-holders' rents are collected.
- Attend monthly market planning meetings, normally in the evening.
- Plan and implement publicity for the market, with the market group, including distributing flyers, coordinating the village signage, using our website, mailchimp mailouts, Facebook and twitter.

#### **Develop and maintain digital communications between staff, Board, volunteers and the public.**

- Maintain mailing lists on mail-chimp, and send out regular posts with news and information to our mailing list.
- Help maintain the website and Facebook, with posts to promote the market, its stall-holders and events, and maintain our twitter presence, in co-operation with board members who have been trained to help with this.
- Monitor progress with digital communications as necessary, to help us gauge how effective our communications are.

#### **Maintain and develop office systems, including:**

- Administrative procedures and internal communication systems for BVT e.g booking rooms for meetings, circulating minutes etc
- Help recruit, train and supervise volunteers and interns to help in the work of BVT

#### **Plan and manage occasional public events, eg Apple Day, AGM, Consultations etc**

- Working in partnership with the Board and volunteers, plan and organise a small number of other public events as they arise, including room booking, programme planning, liaising with speakers and managing logistical organisation for the event.

**Events and Marketing Officer- Person Specification**  
**(we are interested in knowledge, skills and experience gained through voluntary and community activities as well as through paid work!)**

**Knowledge**

*Essential*

- An understanding of BVT's vision and mission, and an understanding of the importance of community spirit and how it can be nurtured and developed into effective action to benefit local people and the environment.
- An appreciation of the challenges and benefits of working with local volunteers and groups in the community.
- An understanding of the principles of equal opportunities

*Desirable*

- Knowledge of Balerno and its surrounding districts
- A knowledge of markets and / or retail
- An understanding of the principles of health and safety and risk assessment.

**Skills**

*Essential*

- Good people skills, and an ability to encourage and motivate volunteers and community members.
- A can-do attitude
- Good written and verbal communication skills
- Ability to use word, excel, email and mailchimp for mailings (or a willingness to be trained)
- An understanding of social media and ability to use it as a communication and promotion tool
- Ability to work under pressure, meet deadlines and deal with competing priorities
- Ability to work as part of a small team, and on own initiative

*Desirable*

- Knowledge of fundraising –community fundraising initiatives, corporate fundraising or other

**Experience.**

*Essential*

- Experience and enjoyment of working in community groups, as a volunteer or paid staff
- Experience of planning, organising and managing public events within a budget
- Experience of planning and implementing publicity for events.
- Experience of collaborative working with local agencies, community groups and volunteers
- Experience of maintaining office administrative systems, mailing systems, storage of information etc.

*Desirable*

- Experience of monitoring and evaluating performance against standards and outcomes
- Experience in preparing reports and reporting project progress and outcomes to management committees etc
- Experience of recruitment, induction and supervision of volunteers
- Experience of creating publicity materials eg flyers etc.