

Hertfordshire Care Providers Association Ltd

JOB TITLE: Training & Membership Marketing and Evaluation Coordinator

HOURS OF WORK: MONDAY TO FRIDAY – 25 hours per week (30 min break unpaid)

TIME: 09:30 – 15:00

CONTRACT: 12 Month Contract (may lead to other contracts)

LOCATION: Working from HCPA Office (this may be based in Welwyn or Stevenage)

RESPONSIBILITY TO: Strategic and HR Business Support Lead

SALARY : PART TIME £14,000 per annum (£10.77/hour, 25 hours per week) Band E2

SCOPE OF JOB

Hertfordshire Care Providers Association (HCPA) is a small company set up to support care providers within Hertfordshire. Support is given to our members via funded training, information and advice.

This job requires a very organised person who is able to create marketing materials for training including flyers, posters, newsletters, telemarketing and website updates. As well as the skill to create processes for collecting evaluation on projects, collecting the evaluation itself and pulling together into analysed reports.

To work in a busy office in Welwyn Garden City. Carry out all marketing and evaluation surrounding all Membership and Education and Training.

MAIN DUTIES AND RESPONSIBILITIES

1. Working to a marketing plan for courses and membership
2. Creating innovative and creative marketing materials such as emails, flyers and posters, using appropriate packages
3. Writing and sending newsletters to members regarding training and membership
4. Carrying out telemarketing to sign providers up to courses or membership
5. Collecting training evaluation results by contacting members
6. Monitoring/ tracking and collecting evaluation for courses and membership
7. Analyse evaluation results
8. Create full evaluation reports when required
9. Taking enquires regarding all training and membership
10. Ensuring tracking is up to date at all times and sending out updates regularly.
11. Keeping all marketing and general evaluation paperwork relating to training and membership up to date and standardised.
12. Carrying out general admin work for Training and Membership
13. This post (as part of the Business Support Team) will also provide reception cover on occasion
14. Any general tasks as requested which contribute to the smooth running of HCPA

Essential technical knowledge and skills

- Would suit a marketing graduate or returner to work with marketing experience
- Marketing and design experience desirable
- A high degree of computer literacy (proof reading is vital) along with a strong working knowledge of the Microsoft Excel, Power Point, Word, Publisher
- Strong interpersonal and verbal communication skills (with people at all levels of the organisation)
- Excellent standards of written documentation
- Self-motivated, with excellent ability to work on own initiative
- Excellent team-working skills with willingness and ability to engage with others at all levels of the organisation
- Excellent organisational and administrative skills
- Ability to analyse information and present it in a clear, concise way
- Enthusiastic, committed, proactive and resourceful
- Must be able to successfully multi task displaying excellent time management and organisational skills
- Ability to work under pressure without compromising the quality of work
- To work independently.
- Experience in carrying out telemarketing desirable
- Able to use or learn Indesign or Photoshop
- Experience in creating evaluation reports for projects
- Some experience using mailing systems such as Mailchimp desirable

Health & Safety

You will be required to adhere to Health and Safety requirements and instructions and bring to notice any apparent shortcomings or potential hazards.

Supervision

Quarterly supervision with Strategic and HR Business Support Lead and annual appraisal.

The duties and responsibilities outlined above do not represent a full list of the tasks the postholder will be expected to perform. Also it is recognised that the duties of all posts are subject to change from time to time. Alterations to duties and responsibilities and performance of similar tasks within the scope of and at the same level will be expected. The postholder will be consulted before major changes to duties and responsibilities by management.

Personal Qualities

A really good communicator (face to face and on the telephone) who enjoys working with people and can work as part of a team. Committed to the company ethos of helping our members raise their quality standards. Well-presented and tidy. Keen eye for detail and use of professional language in all communications. Ability to be punctual.

Education /Qualifications

Educated to at least Grade B GCSE English

PROBATION: this job will be subject to a 3 month probation period