



Position Description: Marketing Coordinator

As the Marketing Officer, applicants will play an important part of the Literacy Foundation for Children's (LFC's) ability to distribute information to potential clients. As such, their key responsibilities are outlined in the table below:

Role	Description of Duties
Awareness publications	
<p>Management of the LFC's social media presence:</p> <p>This ensures the community are kept informed of the LFC's engagement and actions. It aids in planning/advertising events and meetings, helping build a positive brand image.</p>	<ul style="list-style-type: none"> • Managing social media channels like Facebook, Instagram • Knowledge and understanding of the Facebook marketing suit • Ability to design, create, and implement marketing materials • Organisation and advertisement of the LFC's sponsored events to the community through online channels.
<p>Organisation and publication of monthly newsletters:</p> <p>Newsletters educate the effects of learning disabilities. The aim is to raise awareness and ensure applicants/ community members understand the LFC's message.</p>	<ul style="list-style-type: none"> • Curating relevant content from other volunteers within the LFC • Designing, writing, and compiling stories and other information in an easy to read format designed for print or email distribution • Organisation skills to maintain a monthly newsletter cycle • Write/summarise educational & psychological tips and success stories for parents/children with Specific Learning Disabilities.
<p>Maintaining and updating the LFC website:</p> <p>Provides the LFC community with accurate information and knowledge of upcoming events</p>	<ul style="list-style-type: none"> • Updating the LFC's policy or application criteria • Ensuring up to date information for sponsor engagement • Ensuring upcoming and past events are visible on the website for the community to engage with.

Services Publications:	
<p>Local artist collaboration:</p> <p>This allows the LFC to expand its community engagement, as when the local artists share their existing audience with the LFC, the number of people reached increases</p>	<ul style="list-style-type: none"> • Sourcing local artists interested in Specific Learning Disabilities to raise awareness and encourage community engagement. • Organising adverts with artists to be posted to social media in the theme and formatting consistent with other LFC documentation • Pitching non-academic workshops to artists to increase brand recognition and community awareness for the LFC and artist • Documenting consent from artists prior to publishing their work.
<p>Engaging with existing clients to build community support</p>	<ul style="list-style-type: none"> • Building Facebook community support group for existing clients • Ensuring communication between the parents and the LFC • Promoting the LFC to community members to recruit parents to engage with volunteer work in the future. • Educating parents, sponsors and community members to improve the emotional appeal of the LFC • Maintaining engagement platforms (e.g. Facebook, newsletters).
<p>Advertising workshops and events organised by the Events Manager:</p> <p>It is vital for the LFC to maintain a consistent events calendar to raise community engagement and build a positive sentiment towards the LFC through involvement in events.</p>	<ul style="list-style-type: none"> • Posting workshops and events to the relevant social media channels to gain awareness • Recording and reporting the number of attendees at each event, in order to better organise future events • Reaching out to attendees following a successful event to engage with them through social channels • Ensuring advertising is adapted for the audience (e.g. Facebook for upcoming events, newsletter for member specific information).