

Marketing Job Opportunity at Rowan

Rowan enables people to lead more satisfying lives, by working in partnership with them to increase self-awareness, knowledge and skills, benefitting individuals, relationships, teams, workplaces and society.

Background

We're a small, friendly team, who, although we work separately, support each other. We want to help people live better and we're looking for someone who feels the same, to join us and help us grow.

Rowan provides the following services throughout Scotland:

- Counselling to individuals, couples, families and young people
- Employee counselling services
- Critical incident debriefing
- Training in leadership, coaching and counselling skills
- Workplace mediation
- Coaching

Hours of work

14 hours each week, comprising:

- Wednesday morning 9.30am – 12 noon
- The remaining hours to be agreed on appointment, to be worked between 9am- 5pm, Monday-Friday. Please state your preferences in your application.

Based at: 2nd floor, 4 Kinnoull Street, Perth, PH1 5EN, please note the office is up several flights of stairs with no lift.

Responsible to Rachel Weiss, Senior Partner

Purpose of job: to undertake marketing duties, publicising Rowan's training courses and services, with the aim of increasing sales. We provide great services, we need you to let the world know about them!

Organisational structure

There are two job-share office managers, a finance administrator, a marketing person and the Head of Counselling, who each report to one of the two partners.

We have a network of about 50 self-employed, sessional counsellors throughout the UK, some of whom work from our Perth office, and a handful of freelance trainers and coaches.

rowan
live better

01738 562005
www.rowan-consultancy.co.uk
rowan@rowan-consultancy.co.uk

Main tasks

Plan yearly marketing schedule
Create and implement marketing plan for each course
Monitor source analysis for all courses and use accordingly
Manage Rowan database on Mailchimp in line with GDPR
Plan, write and send monthly e-newsletter via MailChimp
Contribute to Rowan's social media channels
Update Rowan website using WordPress

Personal Qualities Required

Reliable, efficient and self-motivating
Attention to detail
Able to work independently with minimum supervision
Creative and organised
Able to use own initiative and learn new skills
Able to prioritise own workload

Skills Required

Ability to write clear yet inviting copy
Proofreading and editing skills
Able to learn new applications on the job
Excellent communication skills

Experience

Using Microsoft Office Word, Outlook and Excel
Experience of working in a marketing role in a small/medium business

Desirable qualities

Educated to HND or degree level
Experience of business social media accounts on Facebook and Twitter
Experience of using Mailchimp and WordPress

Pay and conditions

£19.8k full-time equivalent annual salary (based on a 37.5 hour week)
Initial probation period of 3 months
Five weeks paid holiday per annum (pro rata), statutory sick pay, no bank holidays.

Closing date: 9am, September 2nd 2019

Interview date: Wednesday September 11th 2019

To apply:

Send your CV, including contact details for a reference, to rowan@rowan-consultancy.co.uk with a covering email explaining what attracts you to this post and how you meet the requirements above. Please tell us where you saw the post advertised.

We may contact referees before interview, unless you ask us not to do so.

If you have any queries, contact Rachel Weiss or Amanda Furness at Rowan on 01738 562005 or rowan@rowan-consultancy.co.uk

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