

Marketing and Administration Opportunity at Rowan Consultancy

(part-time, permanent post, flexible hours, mainly remote working)

About Rowan

We enable 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. We support personal and organisational growth through a holistic range of services including counselling, training, coaching, mediation, supervision, critical incident debriefing and facilitation.

Rowan provides the following services throughout Scotland:

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

Our company values are Creativity, Integrity, Optimism, Respect and Support. We strive to provide high quality services and are committed to sustainable growth and best practice standards. You will be part of a small team, consisting of four administration and finance staff, a marketing person, a Counselling Manager and the Head of Counselling, who each report to one of the two partners.

In addition, we have a network of over 50 self-employed, sessional counsellors throughout the UK and some freelance trainers, mediators and coaches.

Job Description

Job Title: Marketing and Office Assistant

Responsible to: Rachel Weiss, Partner

Location: mainly flexible home working, but travel to Perth required for monthly team meetings. There is a desk and office available in Perth should you choose to work there. Unfortunately our current Perth office premises are up several flights of stairs with no lift, and thus not accessible to all.

Hours of work

18 hours each week, which could be reduced to 12 in school holidays if you want, comprising:

- Wednesday morning 10.30am – 12 noon, once a month for team meetings in Perth
- The remaining hours to be agreed on appointment, to be worked between 9am- 5pm, Monday-Friday. Please state your preferences in your application.
- About 12 hours marketing and 6 hours office administration

rowan
live better

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

Salary: £21.4K per annum full-time equivalent (based on a 37.5 hour week), which equates to £10,272 annual salary for a 18-hour week, plus performance-based, discretionary, profit-share bonuses.

Conditions: 5.6 weeks paid holiday per annum, which includes bank holidays. increasing to 6.6 weeks over your first 5 years.

Contract Term: This newly created post is available immediately. The starting date will be agreed on appointment, with an initial 3 month probation period and a permanent post after satisfactory completion of probation.

Purpose of job: To undertake marketing duties, publicising Rowan's training courses and other services. Also to assist the office managers in general office admin eg processing electronic paperwork. We provide great services, we need you to let the world know about them!

Main tasks

- Plan yearly marketing schedule
- Create and implement marketing plan for each training course
- Create source analysis for all courses and use to inform marketing
- Maintain Outlook and Mailchimp mailing lists in line with GDPR
- Plan, write and send monthly e-newsletter via MailChimp
- Create events on TicketTailor for courses
- Maintain Rowan's Twitter account and schedule posts to our other social media channels using Buffer
- Assist with maintaining and updating our Wordpress website
- Create and monitor online feedback forms via Wordpress
- Assist the office managers with processing paperwork, updating records and writing reports and other such tasks, as required.

Essential Skills and Experience

- Experienced in using social media
- Proficient using MS Office Word, Outlook and Excel
- Ability to write clear yet inviting copy across a variety of channels
- Excellent proofreading and editing skills
- Able to learn new applications on the job
- Excellent communication and interpersonal skills
- Previous experience working in a marketing role in a small/medium business

Desirable Skills and Experience

- Educated to HND or degree level
- Experience of business social media accounts on Facebook, LinkedIn, Instagram and Twitter
- Experience of using Mailchimp, WordPress, Teams, Ticket Tailor and Buffer
- SEO knowledge

Personal Qualities Required

- Able to work independently with minimal supervision
- Reliable, efficient and self-motivating
- Creative and organised
- Attention to detail
- Able to use own initiative and learn new skills
- Able to prioritise own workload
- An interest in mental wellbeing

Closing date: 9am Monday 11th April 2022

Interview date: morning of Tuesday 19th April 2022 by Zoom (or on afternoon of 20th April if the 19th is not suitable)

How to Apply

Email the following to rowan@rowan-consultancy.co.uk

- a statement in support of your application outlining how you meet the skills and experience required and where you heard about the post
- details of two referees (name, position, organisation, telephone and email address). We may contact referees before interview, unless you ask us not to do so.
- your CV

When the post is offered, it will be subject to confirmation that you are eligible to work in the UK, satisfactory references and documentation including PVG clearance.

If you have any queries about this exciting opportunity, please contact Rachel Weiss on rachelweiss@rowanconsult.co.uk.

Rowan is an equal opportunities employer, as much as is reasonably possible. We welcome diversity in our workforce and rejoice in our differences, whilst adhering to our shared values and aims.