



## What you need to know about us:

BF was established 30 years ago and has developed a 60-acre activity site together with a highly skilled team to deliver flexible programmes of inclusive, adventurous outdoor activities for children, young people and their families. Our award winning Trading Arm Via Ferrata Cornwall CIC runs a family and tourist focused high wire adventure centre and café to generate vital funds to support the work of the charity


The Charity runs programmes with young people who have a wide range of physical, mental, learning and/or behavioural difficulties, and with those who have difficulties stemming from their experiences of poverty, neglect and other disadvantages. Our positive approach develops skills and confidence, to increase self-belief with the goal of achieving more positive participation in society.


We use a combination of youth work methodology, outdoor education theory and child development awareness to ensure that our approach is grounded in evidence-based practice. Members of the team bring specialist knowledge in these areas and our commitment to training and development enables us to keep up to date with innovations.

For more information on the difference we make please see our Social Impact Report on the website.

Our mission is to **Inspire, challenge** and **motivate** people, especially young people, to develop their **life skills** and to bring about **positive change**.


**BF ADVENTURE VALUES** JOURNEY OF CHANGE


**CHANGING PERSPECTIVES**  
 We embrace diversity and recognise everyone has a part to play in life. No one should face discrimination and we challenge both its roots and its impact.



**TRUST**  
 At BF Adventure we believe that our environment, should be a safe space for all, igniting positive relationships based on trust and respect.

**EMPOWERING**  
We listen to you and value your opinion. We enable you to face challenges and make informed decisions.

**COLLABORATING**  
We believe working together achieves the best results. We actively explore new partnerships with those who share our values.

**INTEGRITY**  
 We welcome a culture of honesty and openness that allows us to learn and grow together. We do what we say!

**SUSTAINABILITY**  
 We seek to create lasting change and to consider future generations in all of our decision making.



BF Adventure | Goodygrane Activity Centre | Halvasso | Longdowns | Penryn | TR10 9BX

BF Adventure is a Company Limited by Guarantee registered in England and Wales. Company No. 3546772  
Registered office: BF Adventure, Goodygrane Activity Centre, Halvasso, Longdowns, Penryn, Cornwall TR10 9BX. Registered Charity No. 1071862

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## **Job Description**

Job Title:	Marketing & Events Coordinator
Salary banding:	£20,384 to £25,000 (Skills/Experience related)
Term:	Fixed term (Maternity Cover) – 7 Months
Start date:	19-02-2024 (Flexibility available if required)
Hours:	21 hours per week (Flexible working available)
Responsible to:	CEO

This role represents an incredible opportunity to gain wide ranging experience across the charity and tourist sector with an outstanding team whom have won awards in all areas, whilst helping make a massive difference to vulnerable young people in Cornwall working within a diverse and dynamic team.

Whilst a fixed term contract there may be an opportunity for some continuity with the role from September.

Our existing marketing manager will support a full handover with exciting plans and marketing/communication strategies in place for 2024, your role will be to deliver, develop and further support the promotion of activities across all areas.

### **Role Outline:**

- You will directly support and drive sales across 'school group/Via Ferrata' operations
- You will manage the day to day marketing activities (including digital) of the organisation with SEO/Google Advertising being a key part
- You will be responsible for overseeing internal and external communications ensuring messages are consistent. (Newsletters, online promotions/links, monitoring and responding to feedback)
- You will lead planned 'fundraising' & promotional events, coordinating with Volunteers and supporters. (Black tie ball, business challenge event et al)
- You will support the Sustainability Leadership for the organisation supporting and promoting the development and delivery of a Net Zero strategy

### **Key Tasks:**

#### **Key tasks (BFA & VFC):**

- Delivering the marketing strategy for the organisation in line with charity objectives.
- Co-ordinating marketing campaigns with sales activities to achieve set sales targets.
- Overseeing the marketing budget.
- Planning and implementing promotional campaigns.
- Preparing online and print marketing materials & campaigns.
- Monitor and report on effectiveness of marketing communications.
- Maintain effective internal communications to ensure that all relevant team members are kept Informed of marketing objectives.

#### **Digital (BFA & VFC):**

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- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns.
- Improving the usability, design, content and conversion of the website.
- Evaluating customer research, market conditions and competitor data.

#### **Google Ads (BFA & VFC):**

- Experience managing a range of Google Ads Campaigns including Search, Display, Video and ideally Discovery and Performance Max.
- Monitoring campaign performance and optimising – adding to negative keywords lists, tracking and improving cost per click, cost per conversion and conversion rates.
- Ensuring a coherent message linking user search terms, Google Ads keywords and content, call to action and landing page content.
- Allocating budget to campaigns and monitoring effectiveness, adjusting where needed according to campaign performance, seasonality and PR activity.

#### **Brands (BFA & VFC):**

- Supporting an enduring brand message that results in increased sales, brand loyalty and improving market share.
- Championing the brand internally making sure all elements of the organisation understand the Brand and its goals and the linkage between BFA & VFC
- Developing high quality and effective marketing materials that align correctly with the overall brand strategy.
- Seek out new marketing opportunities that fit with the brand and maximising all opportunities for growth.

#### **Communications:**

- Delivering integrated communications across the charity incorporating PR, Marketing and Online.
- Implementing communications plans to increase brand awareness and recognition.
- Developing relationships with key media to secure and grow media coverage both online and offline.
- Writing UK press releases for local and national media.
- Monitoring press stories relating to the charity and its brand and maximising opportunities for positive PR and playing down any negative PR.
- Collating and analysing current communications and messages and ensuring consistency.
- Leading the charity's internal communication strategy.

#### **Social Media:**

- Engaging with customers through the use of social media.
- Maximising followers on social media platforms such as Facebook, Twitter and Instagram..
- Ensuring that approaches to social media are relevant and appropriate for each medium.
- Monitoring social media for customer comments both positive and negative and responding appropriately.
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- Delivering the content calendar across all platforms ensuring a constant supply of relevant content.
- Searching social media for off-diary stories and content.

#### **Fundraising:**

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- Organisation and delivery of Fundraising and promotional events
- Development and maintenance of Corporate partners and business partnerships
- Coordinate closely with Volunteer teams and relevant stakeholders to maximise opportunity and ensure smooth running of events.

#### **Sustainability:**

- Supporting the sustainability strategy and objectives for the organisation in consultation with the CEO and wider team
- Creating clear and relevant communications with internal and external stakeholders to encourage and report on BFA's progress towards Net Zero

#### **Other**

- Due to the varied and ever-changing nature of operations at BF Adventure you may be required to undertake additional roles, responsibilities and tasks\* as necessary to facilitate the smooth running of activities  
\*(within your level of experience, training and capability)

### **Person Specification**

#### **Essential Experience and Knowledge**

- Relevant Marketing Qualifications
- Experience managing Google Ads and SEO.
- Strong understanding of current online marketing concepts, strategy and best practice.
- Experience of the full marketing mix is essential.
- Previous experience as a communications lead for a similar organisation would be a strong advantage.
- Strong understanding of content management systems.
- Excellent understanding of digital marketing, search engine optimisation and how social media impacts this
- Full driving licence and the use of a personal vehicle to support delivery when required

#### **Desirable Skills and Qualifications**

- Bachelor degree in Marketing.
- Qualified chartered marketer.
- Qualified member of the CIM or equivalent.
- A proven ability to lead communications, social media, brand strategies in other organisations.
- Safeguarding Training

#### **Personal Qualities**

- Commitment to BF Adventure's values, mission statement and objectives with a desire to make a difference .
- Strong analytical and project management skills.
- Confident and dynamic personality.
- Strong creative outlook.
- Highly articulate individual with excellent written communications and presentation skills are

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essential.

- Passionate and results driven individual.
- To be approachable, open, responsive and dependable
- To be innovative and creative whilst maintaining a business focused outlook
- Establish and maintains positive working relationships with others, both internally and externally, to achieve the goals of the organisation
- Anticipate, understand and respond to the needs of clients.
- Able to work effectively under pressure including the ability to prioritise own workload and support others to do the same in a team setting
- The ability and willingness to work flexible hours
- Able to self-assess and reflect on performance

## What next:

1. Please complete the Application Form and the Equal Opportunities Monitoring Form. These forms can be found on our website. You can either use the online version or the Word format
2. If you choose the Word document please save the Application Form in the following format:
3. *Your name\_Marketingapplication\_date*
4. Please email the form to [jobs@bfadventure.org](mailto:jobs@bfadventure.org) with the email subject Marketing Coordinator Application

The closing date for applications is 5/1/2024 Interviews are scheduled to take place week of 15<sup>th</sup> January for applications that meet the threshold to be invited to interview through a scoring process. Please be aware that only applications made using the BF Adventure application form (on line or word format) will be scored.

Please do not hesitate to phone us on 01326 340912 if you have any questions. Many thanks for your interest and we look forward to hearing from you