



# Marketing Support Officer



February 2025

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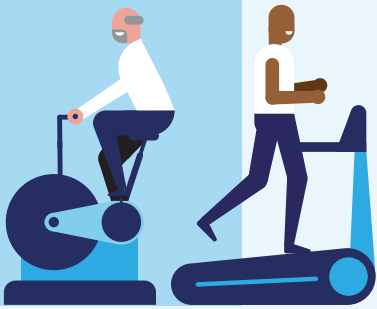
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A selection of  
Campbell Tickell reports

# Your Application

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process, to assist you in completing and tailoring your application. In order to apply, you should submit:

- An up-to-date CV which shows your full career history – we recommend that this is no longer than two pages;
- A supporting statement explaining why you are interested in this role, demonstrating how you are a good candidate for this post and how you fulfil the person specification – we recommend that this is no longer than two pages;
- The declaration form, which is accessible via the role page on our website and includes space to indicate if you cannot attend any of the interview dates.

Please submit your completed application documents using the online form, which is accessible via our jobs page: [www.campbelltickell.com/jobs](http://www.campbelltickell.com/jobs). You will receive an email confirmation and see an onscreen confirmation message after submitting your application, but if you have any issues, you can call **+44 (0)20 3434 0977**.

**Applications must be received Wednesday 26th March 2025 at 9am.** Do contact me if you would like to have an informal discussion about the role and organisation, or if you have any other questions to help you decide whether to apply.

Kind regards

*Gemma Prescott*

**Gemma Prescott**

Director

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[www.campbelltickell.com](http://www.campbelltickell.com)



# Welcome to Campbell Tickell

Dear Applicant,

Many thanks for your interest in our new Marketing Support Officer.

It's a great time to join Campbell Tickell! We became a B Corp in 2023 and are recognised as one of the top consultancies in the housing, non-profit and local government sectors by the Consultancy UK's Top Consultancy Guide. With an ambitious business strategy and a diverse portfolio of projects across the UK and Ireland, there's plenty of work to do. To help us reach our goals, we're looking for an all-round team-player and excellent communicator to join our team.

## About the role

As a Marketing Support Officer, you will support our team with a variety of tasks that contribute to our internal and external marketing and communications. Specifically, you will be largely focused on:

- Assisting with the organisation and delivery of in-person and online events, such as webinars, workshops, and conferences.
- Creating and promoting engaging content for our website, social media channels, adverts, publications, podcasts, and videos.

- Assisting with the day-to-day marketing operations, to ensure they run smoothly.

This is a great opportunity for a proactive, creative, and detailed-orientated person looking to play a key role in our marketing and communications team.

The staff who have joined us in recent years tell us that they value the supportive and engaging atmosphere at Campbell Tickell. It's a friendly team of people who care about their work and pride themselves on what we do. You could make a real impact in this role and be at the heart of our success story.

For an informal discussion, please contact Zina Smith, Marketing & Communications Manager on

+44 (0)20 3434 0977 and do of course read on to find out more about who we are as an organisation and how you can be a part of our future.

Yours sincerely,  
**Zina Smith,**

*Zina Smith*

Marketing & Communications  
Manager







# Who Are We?

Campbell Tickell is a management consultancy, based in London, but operating throughout the UK and Ireland. The principal organisations we work with are housing associations, councils, supported housing and social care providers, charities, membership organisations, sports organisations, and central government agencies and departments.

Our services span: strategy and governance; business and financial planning; regulation and troubleshooting; business transformation; asset management and development; mergers and growth; regeneration and stock transfer; customer services; communications and public relations; organisational development, human resources and recruitment. Alongside our central team of around 50 employees, we have a national network of around 120 associate consultants, who work with us on a freelance basis.

We are a well-established practice, now in our twenty-fifth year. Over that time, we have worked with more than 1000 organisations - government departments and agencies, trade bodies, councils, housing associations, care providers, health bodies, sport's governing bodies, leisure trusts, charities, and commercial businesses. We are a recognised 'brand' in the housing and social care sectors in particular.

We have a fantastic first-time success rate in leadership recruitment; a high-quality consultancy offer; repeat and new clients; a strong market share with resources for expansion; and an unrivalled reputation for service quality and value. This adds up to a brand that speaks of reliability, quality, honesty, imagination and verve.



## OUR CORE VALUES

### Truthful

- Telling it like it is – with tact
- Challenging mediocrity
- Seeking and offering constructive feedback from clients and colleagues

### Trusted

- Delivering work to a consistently high standard
- Taking responsibility for our work and for CT
- Taking ownership and putting things right

### Courageous

- Doing what's best, not what's easiest
- Embracing challenges
- Growing and developing, and supporting our clients in the same

### Creative

- Looking for new and improved ways of doing things
- Bringing energy to our work
- Proactively solving problems

### Collaborative

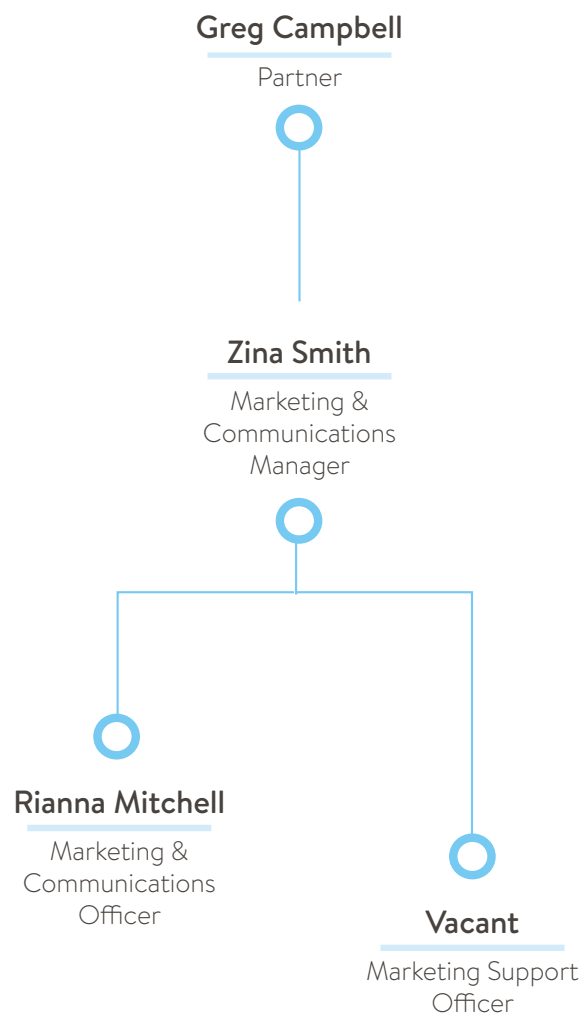
- Supporting our clients and each other
- Communicating effectively with active listening
- Sharing information and learning

We are not simply in this business to make money. Yes, we are a commercial operation, but we care about the quality and standards we deliver; we are an ethical organisation who wants to make a difference and aims to add value.





# Structure Chart



# Job Description

**Job Title:** Marketing Support Officer

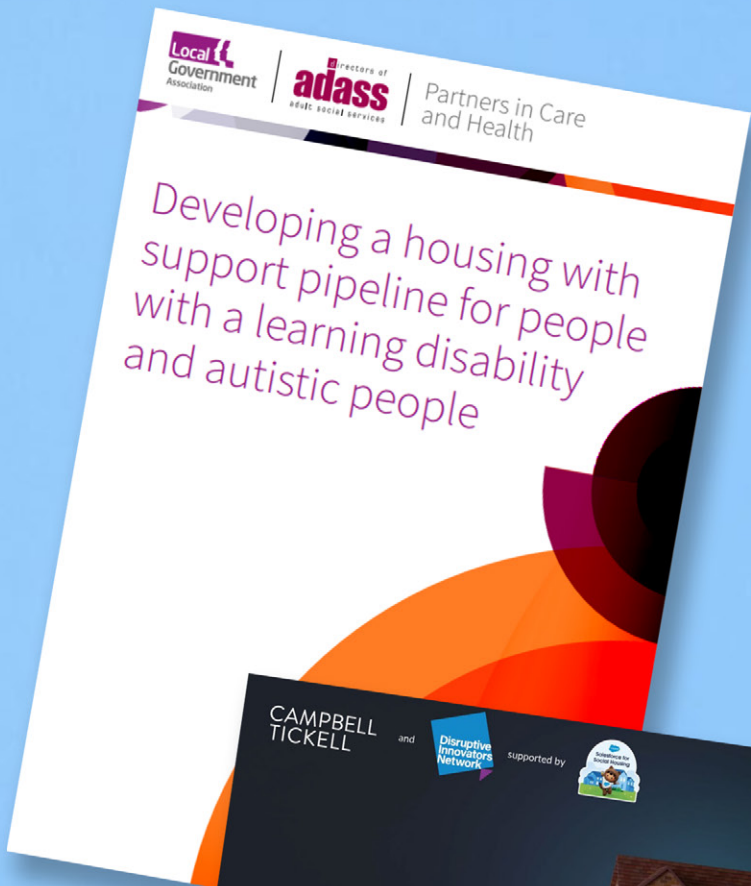
**Location:** Hybrid / Clerkenwell, EC1.

To assist the marketing team with the critical day-to-day functions, with a focus on events support, content creation and promotion.

1. Principal tasks and responsibilities:

- **Events support** - assist with both online and face-to-face events. For example: setting up webinars and internal online meetings; updating guest lists; sending diary invites; completing booking forms; organising couriers; venue bookings; preparing exhibition materials; and correspondence with guests.
- **Content creation support** - assist with creating a wide range of digital and print content, including: adverts; website posts; social media graphics; flyers; publications; brochures; email; videos; and podcasts.
- **Content maintenance and promotion** - update the website, email and social media channels to promote content.
- **Co-ordinate marketing materials** with external bodies - suppliers, agencies, and printers.
- **Brand maintenance** - maintain and update CT's photo, document templates, and illustration image library as needed. Maintain brand consistency across all material.
- **Team administration:**
  - Monitor and regularly update the company's contact database.
  - Help the wider team with presentations, formatting, and ad hoc tasks.
  - Send out customer feedback surveys.
- **Internal communications**
  - keep team informed of events, insights and news.
  - Undertake all work in accordance with the company's Equality and Diversity Policy, Health and Safety Policy and Procedures, and other relevant policies and procedures.





# Person Specification

Attribute	Essential Criteria	Desirable Criteria
<b>Knowledge &amp; Experience</b>	<ul style="list-style-type: none"> <li>- Experience assisting online and in-person events</li> <li>- Office administration experience</li> <li>- Strong communication and customer care experience</li> <li>- Good writing ability</li> <li>- Experience of maintaining websites and social media channels;</li> <li>- Creative eye for design, with experience designing digital assets for social media e.g. images, GIFs, slides and videos</li> <li>- A good understanding of digital marketing tools and techniques e.g. Canva and Adobe Creative Suite</li> <li>- Experience working in a commercial or B2B setting</li> </ul>	<ul style="list-style-type: none"> <li>- A degree, or equivalent qualification in marketing, communications, or a related field</li> <li>- Understanding of/or experience of working or volunteering in the housing/charities/public/not-for-profit sectors</li> </ul>
<b>Personal Behaviour &amp; Style</b>	<ul style="list-style-type: none"> <li>- Flexible attitude and willingness to adapt to changing demands</li> <li>- Tact and discretion in understanding and balancing competing work priorities and relations between team members</li> <li>- Committed team player, with ability to work collaboratively with colleagues and associates</li> <li>- Willingness to develop experience and try new things</li> <li>- Understanding of and commitment to the requirements for strict confidentiality</li> <li>- Understanding of and commitment to best practice in equal opportunities and diversity and inclusion</li> <li>- Commitment to operate within the company's policy frameworks</li> <li>- Understanding of and commitment to the requirements for strict confidentiality</li> <li>- Ability to work remotely with the equipment we provide</li> <li>- Trusted to work independently</li> </ul>	





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Attribute	Essential Criteria
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**Skills & Abilities**

- Good Tech/IT skills e.g. adept in MS Office applications, particularly Word, Excel and PowerPoint and their online versions
- Organisational and planning skills
- Ability to communicate professionally with a diverse range of contacts
- Ability to develop clear understanding of the consultancy and other work of the practice
- Excellent verbal and written communication skills
- Strong attention to detail
- Ability to prioritise and work effectively to deadlines
- Experience of using a social media planner e.g. Loomly
- Experience with website content management systems, e.g. WordPress
- Experience with e-mail marketing tools, e.g. Mailchimp
- Understanding of website analytic tools e.g. Google analytics
- Social/political awareness



## Key terms and conditions

### The role

Marketing Support Officer

### Work location

Our office location is in Clerkenwell, London (nearest stations Farringdon and Chancery Lane).

Under our hybrid working policy, you will be expected to work from our office location part of the time (normally two days per week). The remaining time you will be expected to work remotely, and we will provide the equipment needed to enable you to do that and access our systems.

Travel may occasionally also be required to any other offices of the company or clients' offices, meeting locations, conference venues etc. and other locations.

Reasonable travel and associated costs will be met for travel between offices and other necessary locations. We will not reimburse travel from home to our work location once this is secured.

### Salary

Basic starting salary from £27k - £29k p.a. depending on experience.

Following successful completion of your probation (see below), you will be eligible for a bonus of up to 10% of basic salary per year. This is subject to (a) company financial performance, and (b) your individual performance, and bonus

is not guaranteed. Note that it is not consolidated into your basic pay. The bonus is assessed and paid on a six-monthly basis, i.e. two payments of up to 5% of basic salary.

Salaries are reviewed annually with effect from 1st April. No increase is guaranteed.

### Hours of work

The basic working week is 35 hours.

Where additional work is required above the basic working hours in any month, overtime may be payable at an agreed rate, or time off in lieu may be taken on dates agreed with the Partners and your line manager.

The basic annual leave entitlement is 25 working days (in addition to public holidays) for full-time working. This increases by one day per year, on the anniversary of your first day of employment, up to a maximum of 30 working days.

### Pension and other benefits

The company offers a salary exchange pension scheme, with an employer contribution that matches employee contributions up to 5%.

The company offers health insurance for employees that have successfully completed their probation. This is available for employees and their dependents, and the company meets the cost of the premiums, though it is classed as a taxable benefit.

The company offers a death in service insurance, set at the equivalent of two years' salary.

The company offers a cycle to work scheme, as our ongoing commitment to promoting health, well-being, and environmental sustainability.

### Probationary period

The probationary period is six months, with probationary interviews at three and six months. In the event of the postholder's performance being judged as satisfactory, their employment could be confirmed at an earlier point.

In the event of performance not achieving a satisfactory standard, the probationary period may be extended for a further period, or the position may be terminated.

### No smoking

A no smoking policy will operate in the office.

### Notice period

During the probationary period, the notice period on either side is one week.

After successful completion of the probationary period, there will be two months' notice on either side.

***Please note that an offer of employment will be subject to satisfactory references and ability to work effectively from home.***

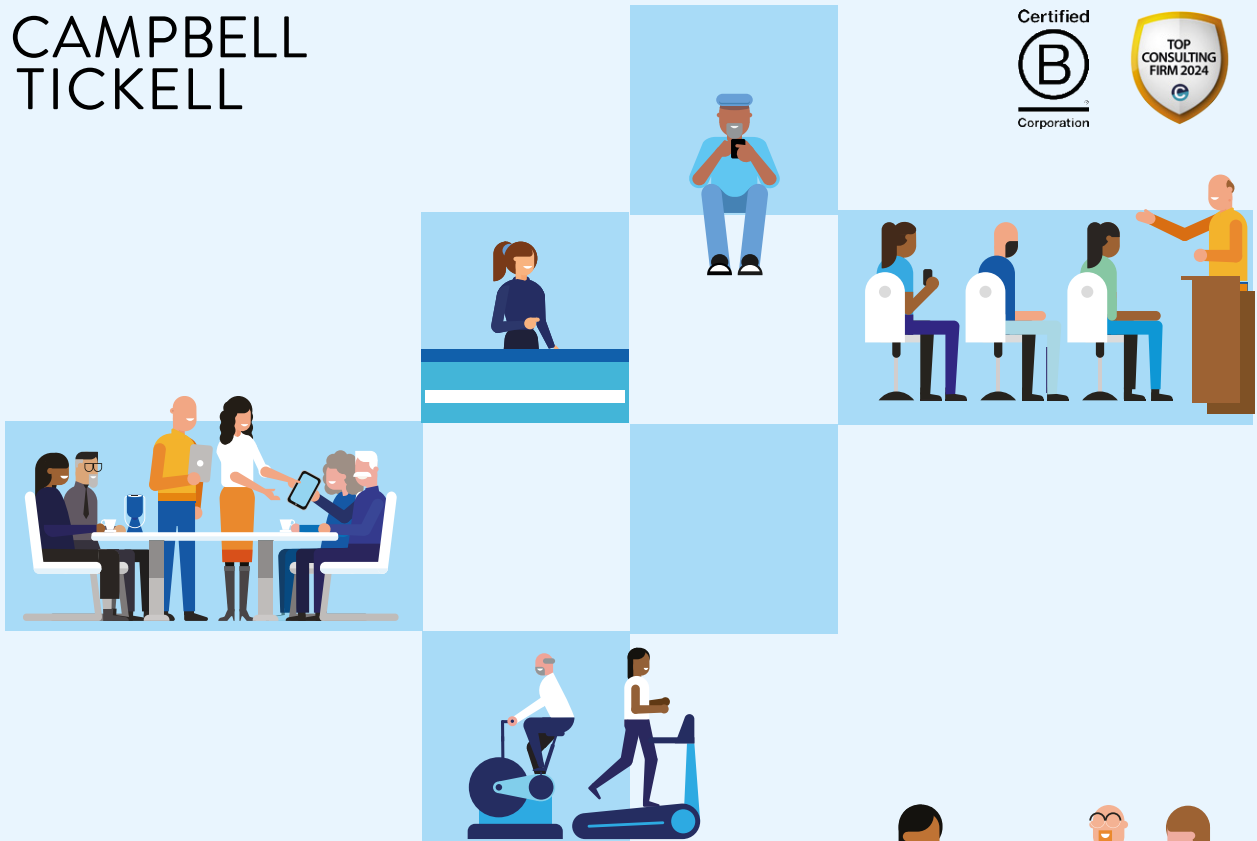
## Key dates and the selection process

**Closing date:** Wednesday 26th March 2025 at 9am. We will contact all applicants after the closing date to advise on the outcome of your application.

**Interviews:** Interviews will be conducted on an ongoing basis, and as such we advise you to make your application as

soon as you are able, to increase the chance of being considered for interview.

# CAMPBELL TICKELL



## MARKETING SUPPORT OFFICER

£27k - £29k pa, potential bonus up to 10%  
Central London office/hybrid working

Campbell Tickell is a management and recruitment consultancy operating across the country, with a focus on housing, social care, sports and leisure, and charities. Our busy and friendly marketing team is seeking a new Marketing Support Officer to join us at this exciting time of growth. Working with a broad spectrum of client organisations across sectors including social housing, charities, and local authorities, this is an opportunity to support our team with a variety of tasks that contribute to our internal

and external marketing and communications. It's a varied role, from assisting with the organisation and delivery of in-person and online events, such as webinars, workshops, and conferences, to creating and promoting engaging content for our website, social media channels, adverts, publications, podcasts, and videos.

If you are interested in developing your marketing career in a values-led organisation with a strong reputation and a commitment to supporting the

social value our clients add to society, we'd love to hear from you.

For more information and details of how to apply, please visit [www.campbelltickell.com/jobs](http://www.campbelltickell.com/jobs).

**Closing:** Wednesday 26th March 2025 at 9am

We do, however, reserve the right to close early if we have received a suitable number of applications, so please submit your application as soon as you are able.



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# CAMPBELL TICKELL

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