

core clapton

Marketing & Outreach Coordinator

Reporting to: Marketing Manager

Hours: 20 hrs per week (flexible, occasional weekends where needed)

Salary: £22k pro-rata

Core Clapton

Health, Happiness and Movement

Core Clapton was founded to bring health, happiness and movement to the whole community. Based in an Edwardian hall in Clapton we offer classes, activities and therapies specialising in Osteopathy.

As a registered charity we provide affordable osteopathy to those in the community that can't afford it whilst encouraging best practise through research and learning with a long-term mission to encourage drug-free pain relief across all healthcare professions.

We are all about equality of health and wellbeing: we believe everybody has the right to a pain-free life. Osteopathy can restore health and function, helping people get back to doing what they enjoy most, but we place equal importance on the tools to keep bodies working to their full potential, promoting activities and habits for a healthier lifestyle and providing a good understanding of how bodies work.

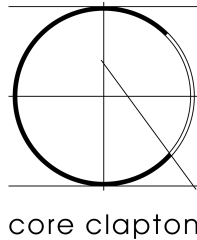
We offer concessions or subsidised rates for many of these classes as well as the osteopathy sessions to ensure that our centre is accessible to all. We are able to do this by generating revenue from hiring out our facilities for events such as concerts or weddings, and by charging normal high-street prices to those able to pay.

Role Description

As Marketing & Outreach Coordinator your main focus will be around engaging and nurturing relationships with our local community, both physically and digitally.

You'll be a creative person with an interest in marketing and content creation - the Marketing & Outreach Coordinator will work closely with our Marketing & Operations Manager and the wider team to plan, create and post engaging content, with a special focus on our social media channels. This will also include weekly and monthly reports on the performance of these channels.

The post holder for this role will nurture existing relationships with local residents and community groups, GP surgeries, housing trusts, the Council and other relevant organisations. You will build new



relationships as appropriate, aiming to promote the services available at CORE Clapton in order to increase visitors to the centre.

You will also have the opportunity to take on a project management role for a small and exciting programme funded by Connect Hackney. Social Singing is a weekly social event that aims to tackle loneliness and isolation in older residents in Hackney.

Duties & Responsibilities

Marketing & Social Media

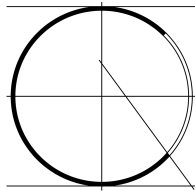
- Exploring new marketing strategies to reach and engage with our target personas.
- Support the running of our social media campaigns, ensuring regular posts are sent out in a timely manner and monitoring their success - channels include Instagram, Facebook and Twitter.
- Liaising with internal stakeholders (osteopaths, teachers, therapists...) to create engaging content for our community in the form of blogs, testimonials, images, videos, etc.
- Working with the Marketing & Operations Manager to keep our content planner updated (i.e. via Hootsuite).
- Reporting to the wider team on the performance of our marketing campaigns.

Community Outreach

- Nurture existing relationships with local residents and community groups (GP surgeries, housing trusts, the Council and other relevant organisations), with the aim of promoting the services available at Core Clapton in order to increase visitors to the centre.
- Organising and attending regular outreach events such as farmers markets and street parties to help promote CORE's activities to the local community.
- Listening and engaging with relevant public discussion relating to Core Clapton.
- Helping to distribute content that promotes our brand awareness and educates and entertains our target audiences.
- Project manage the Social Singing programme including marketing, data gathering, reporting and budget monitoring.

Person Specification:

You are passionate about health and wellbeing and love people as much as we do. You are positive, outgoing, service-focused and detail-oriented. You are self-motivated with an ability to motivate others and want to work in a team environment. If this sounds like you then Core Clapton may be the perfect match!



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Skills and Requirements:

- An outgoing and engaging person, with strong verbal & written communication skills
- Confident in using social media
- Enjoys working with people from all backgrounds
- Comfortable with writing and editing copy (blogging, creative writing, etc)
- Good time management and organisational skills
- Experienced in working within a team
- Proficient with Microsoft Office and/or Google Suite software
- Are passionate about making a difference to the lives of people in Hackney
- A believer in Core's mission and our programmes
- Flexible, with occasional weekend availability
- Candidates must be eligible to live and work in the UK
- BAME communities especially welcomed

We are:

- A passionate, fun loving, positive and ambitious team
- Committed to a healthy lifestyle (offering complimentary classes)
- Enjoying a flexible work schedule
- A supportive, caring and nurturing team

Contact Us

If you think that you'd be a great match and are excited about the opportunity to join our team, we'd love to hear from you. Please send your CV and cover letter to recruitment@coreclapton.org outlining why you are keen to work with Core Clapton and why you would make an excellent addition to the team.