



Job Description - Transaid Marketing & Events Executive

Background to Transaid and its work

Transaid is an international development charity that aims to reduce poverty and improve livelihoods across Africa and the developing world through creating better transport. We do this by building local skills and knowledge to make transport safer, cheaper, cleaner and more effective, ensuring better access to the essentials for everyday life such as healthcare, education and training, and economic opportunities.

Transaid's history goes back over 25 years and is strongly supported by the European Transport and Logistics Industry. Through combining this expertise with our longstanding experience of working in the developing world, we partner with organisations in the public and private sector including local community organisations, governments, institutions and donors to build capability and achieve our aims. This collaborative approach enables Transaid to provide innovative solutions to some of the key challenges facing transport and development today.

Transport is essential for life, yet due to its cross-cutting nature it is often the missing link within development projects. Each of the millennium development goals to halve world poverty by 2015 need transport to make them a reality, yet transport is not one of them. Transaid is working hard to make this known in the UK and overseas.

Transaid is currently working in Northern Nigeria to reduce the dramatically high child and maternal death rates, which are made worse by the lack of access to healthcare facilities, by improving the capacity of emergency transport. Transaid are also working in Zambia to increase the standards of driver training for HGV drivers to reduce the number of road crashes which are the third biggest premature killer in sub-Saharan Africa following HIV/AIDS and malaria. This project is now being extended into Tanzania.

Transaid's roots are in the projects and programmes of Save the Children's overseas work, and in the transport and logistics industry's contribution to this work. Through the inspiration of our founder and Patron, HRH The Princess Royal, volunteers from the Chartered Institute of Logistics and Transport (CILT) UK, provided technical input into a wide range of humanitarian and development projects. Over the years this work became increasingly specialised and in 1998 Transaid was launched as an independent NGO.

Transaid's partnership with the transport and logistics industry remains strong. The last financial year brought us an income in excess of £300,000 derived from industry contributions of various types, including unrestricted funding from our membership scheme, fundraising events undertaken in partnership with individual companies and industry wide events, and technical input and in-kind contributions to projects and programmes.

Our team comprises a Head of Systems and Administration, an Administration Assistant, a Head of Marketing who currently manages one full time post plus marketing interns, a Head of Programmes who currently manages three field positions, and a varying number of project consultants and technical secondees. Expansion will be in terms of increased growth in field capacity with commensurate support from London. The CEO directly manages the heads of department.

Transaid Vision, Mission and Values

Our Vision

We seek a world where transport contributes fully to a better quality of life in Africa and other developing countries

Our Mission

We aim to reduce poverty and improve livelihoods in Africa and across the developing world.

Our Aims

- To improve access to basic services through the development of appropriate transport management systems
- To increase economic opportunities through increasing the capacity of the transport and logistics sector to operate effectively, efficiently and safely

Our Values

- Trust and transparency
- Consistent in quality and expertise
- Work in partnership
- Innovative
- Ambitious and realistic

July 2010

The Marketing Team

The marketing team consists of a Head of Marketing, Marketing and Events Executive and two part-time marketing interns.

The focus of the team covers three main areas:

- Corporate account management
- Events and appeals management
- PR and communications

The team works closely with all departments to ensure dissemination of information on Transaid projects to members and supporters with the ultimate aim of increasing charitable donations for Transaid to continue its work.

Transaid is a dynamic charity and its work is far reaching. While still relatively small we are entering an exciting period of growth and opportunity.

The Person

The ideal candidate will be a bright and enthusiastic individual with at least two years experience in events and marketing or fundraising looking to further their career.

A confident communicator, you will be happy to liaise with corporate supporters and individuals and will use your creativity and negotiating skills to ensure the success and continued development of Transaid marketing campaigns and events.

You will also provide valuable administrative support to the Head of Marketing and will be happy to use your initiative to take on additional tasks as required within the team.

A passion for overseas development and a strong interest in Africa would be a distinct advantage, in addition to knowledge of the UK transport and logistics industry.

Job Purpose

To develop and manage specific Transaid events to maximise income and support for Transaid programmes and to provide support to the Head of Marketing

Relationships

- Reports to Head of Marketing
- Works closely with Head of Systems and Head of Programmes
- Works under supervision with selected corporate members of Transaid
- Works with Transaid Trustees, volunteers , consultants and others

Responsibilities

Events Management

1. Take primary responsibility for the recruitment and organisation of the Transaid Africa Challenge Series including Cycle Tanzania and Trek Ethiopia.
2. Coordinate and represent Transaid at third party industry events run in aid of Transaid, including conduct of prize appeals.
3. Assist Head of Marketing with other events e.g. Transaid Week, Royal showcasing events and Gala Balls.
4. Responsible for maintenance and dispatch of promotional items for Transaid events.

Corporate/Supporter Communications

5. Support the Head of Marketing to manage the Transaid corporate membership scheme to maximise unrestricted income through appeals, employee involvement activities, payroll giving, project sponsorship, cause related marketing and other fundraising techniques
6. Work with the Head of Marketing and programmes team to provide regular feedback on Transaid's work to supporters through website , Transaid newsletters and other communications
7. Contribute to the development of marketing and fundraising communications materials.
8. Correspond with individual donors and assist with writing thank you letters where required.
9. Undertake research as required to ensure continued development of Transaid events and corporate membership scheme.

Admin/Internal comms

10. Maintain Transaid's database of members and supporters, including accurate record keeping of actions taken and income requested and received
11. Attend team meetings, contributing and reporting back on marketing and events activities
12. Uphold Data Protection regulations and work to Institute of Fundraising codes of practice
13. As a member of a small team, be willing to contribute to any other team activity as requested

Person specification

Essential

- A minimum of two years managing fundraising events, or similar marketing experience
- A willingness to extend professional experience to all aspects of charity marketing including corporate account management
- Excellent communication skills – highly personable with excellent telephone manner, written and verbal skills
- Creativity and ability to work on own initiative
- Attention to detail
- Computer literacy (Microsoft Outlook, word, excel, databases)
- Good research and internet skills
- Excellent team player.
- A commitment to overseas development work and Transaid values.

Desirable

- Knowledge of the UK transport & logistics industry
- Experience of website content management systems
- Photoshop and desktop publishing
- Member of Institute of Fundraising

Remuneration

We are offering a salary in the range of £21,500 to £25,000, 25 days leave per annum and a generous optional pension scheme

Availability asap

Please send a letter of application (electronic preferred) of no more than two sides explaining what attracts you to the post and what you will bring to the post, and attach your CV. Address applications to info@transaid.org.

Closing date for applications: 11th August 2010 for interviews week of 16th August

No agencies please.