



Job Description

Marketing Coordinator

Grade: 7

Directorate: Fundraising Marketing and Communications **Location:** HQ, WWT Slimbridge

Reporting to: Marketing Manager

Main function of post: The Marketing Coordinator is responsible for optimising workflow and schedules to help ensure marketing projects are completed efficiently and on time. They support the Supporter Development and Marketing team across visitor marketing, supporter marketing, and design, assisting with marketing briefs, cross co-ordinating projects and resources, and acting as a central point of contact. Key responsibilities include supporting timelines, liaising with project leads and freelancers, providing administrative and marketing support, helping with resource allocation, resolving potential roadblocks, and supporting creative marketing projects, including some copywriting and content resourcing.

Supervisory responsibilities: None

Responsibilities of the post

1. Manage and update the project and task management system: Keep workflows seamless and efficient, ensuring all projects are tracked, deadlines are met, and team members have clear visibility of priorities.
2. Support project teams with marketing briefs: Work closely with project leads to develop and manage briefs, helping translate ideas into actionable plans that drive supporter engagement.
3. Assist Visitor Marketing with campaign planning: Contribute to the development and execution of complex, multi-channel campaign plans, ensuring all elements align and run smoothly.
4. Liaise with freelancers: Coordinate tasks, provide guidance, and ensure deadlines are met to deliver high-quality creative outputs.
5. Provide administrative support: Support the Supporter Development Marketing team with day-to-day administration, helping projects run efficiently and effectively.
6. Assist with copywriting and content creation: Help produce compelling content for marketing campaigns, ensuring messaging is clear and engaging.
7. Support the Digital Marketing Manager with campaign creatives: Coordinate creative assets, provide input, and help ensure campaigns are delivered on time and to brief.
8. Maintain, to the highest standard, day-to-day financial administration records for work areas including invoicing and keeping accurate expenditure records and use this information to help

feed

into the budgeting process and ensuring that in the course of your work you adhere to the WWT Data Protection policy and standards

9. Provide other support to the Senior Brand and Marketing Manager as required ensuring the smooth functioning of the fundraising marketing and communications.
10. To be responsible for working within the WWT health and safety policy and guidelines ensuring that the health, safety and wellbeing of yourself and others is an integral part of how you work.
11. To be responsible for engaging with the WWT Sustainability Statement, being aware of negative environmental impacts and incorporating sustainable ways of working within your role.
12. To interact with our visitors and supporters in a positive way, shaping unforgettable experiences and helping them understand and connect to wetlands.

In addition to the duties and responsibilities listed, the post holder is required to perform any other reasonable duties that may be assigned by the supervisor shown above, from time to time.

Person Specification

1. Qualifications

Desirable:

- Professional marketing qualification e.g. CIM or IDM
- Educated to degree level or equivalent, ideally in a business or marketing related discipline

2. Experience

Essential:

- Experience supporting a marketing team or department.
- Coordinating projects, timelines, and resources within a marketing environment.
- Assisting with editorial planning for marketing print and communications.
- Supporting digital marketing activities.
- Proofreading and basic copy-editing experience.
- Strong working knowledge of Microsoft Word and Excel.
- Excellent verbal and written communication skills.

Desirable:

- Familiarity with Google Analytics.
- Basic experience with Google Ads or similar digital advertising platforms.
- Experience within the charity sector.
- Experience supporting fundraising or supporter development activities.

3. Managerial & Supervisory

Essential:

- None required; this is a support role.

4. Responsibilities

Essential:

- Support the timely delivery of marketing projects, ensuring tasks are completed accurately and efficiently.
- Assist in producing accurate marketing materials and communications.
- Help brief and coordinate with external agencies and freelancers, ensuring requirements are clearly communicated.
- Support the editorial and publishing process across print and digital channels.
- Work collaboratively across departments, providing administrative and project support.
- Prioritise workloads effectively, balancing multiple tasks and deadlines.

Desirable:

- Budget management experience.

5. Creative Ability

Desirable:

- Excellent organisational skills
- A creative thinker who is able to evaluate creative work and originate ideas
- Experience of working with different marketing mediums e.g. digital and DM.
- Must be able to work under pressure to meet tight deadlines.

6. Contact

Desirable:

- Experience of briefing and working with freelancers and creative agencies.
- The post holder will be expected to liaise with colleagues in other departments, at centres and with external contacts on a regular basis.
- Team working skills.
- Excellent verbal and written communication skills.

General Notes

Whilst this post is based at WWT Slimbridge, some travel may be necessary therefore, a current driving license is desirable, as is willingness to travel to other WWT Wetland Centres.

Date amended: Dec 2025