



Charity  
bank

January 2025

# Marketing & Impact Administrator





# About Charity Bank

Charity Bank is the loans and savings bank for people who want to make the world a better place.

Our vision is for a society that fosters vibrant communities and a healthy planet, giving every individual the opportunity to thrive. Charity Bank is 'of the sector and for the sector', 100% owned by charities and social purpose investors and dedicated to supporting UK charities and social enterprises.

We use our savers' money to make much needed loans to enterprising organisations working to create lasting social change in communities across the UK. Since 2002, we have used the money saved with us to provide over £350 million of loan finance to a wide range of organisations across the arts, community, education, environment, faith, health, housing, regeneration, social care and sports sectors.

Our loans are used for a wide range of purposes, from providing accommodation for vulnerable refugees to action sports centres for young people looking for a safe place to skate to residential and respite care centres for those with profound disabilities.

Our co-workers are inspired by the organisations that we support and highly motivated to better equip these charities and social enterprises to help the disadvantaged, enrich lives and make our communities better places to live.



Charity Bank borrower,  
Magpas Air Ambulance.





Charity Bank borrower,  
Extern Homes.

## Why work for us?

No matter what your role is at Charity Bank, you will be making an essential contribution to the positive social value creation that is the very reason for Charity Bank's existence.

For every loan that we make and the impact that this has on the organisations we lend to and the people that they serve, we can all say, "Wow, look what we helped to create!"

If your values align with Charity Bank's, the role matches what you are looking for, and our mission and work excites you – we invite you to apply to join us!

### Equality, Diversity and Inclusion

At Charity Bank, we want our team to reflect the diverse communities, organisations, and people that we work with. We are committed to being an inclusive employer and great place to work and we strongly encourage applicants from diverse backgrounds to apply.

We have implemented policies to support this aim and are proud to offer flexible working practices and a caring culture. If you need any reasonable adjustments for any part of the recruitment process and/or working environment, please let us know, in confidence, so we can discuss these with you.



### Values

Working in harmony

Mutual respect

Being the change

# Role Profile

Job Title:	<b>Marketing &amp; Impact Administrator</b>
Contract:	<b>Fixed Term, Full-Time (substantial part-time applications welcome)</b>
Location:	<b>Office or hybrid working</b>
Responsible to:	<b>Director of Marketing &amp; Communications</b>

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## **Purpose of the Role:**

This is an important position within our small and friendly marketing team with a focus on administrative duties across a wide range of activities. The Administrator should be highly organised and able to multitask with ease. The role requires good interpersonal skills as there will be a high level of interaction with internal and external audiences. Experience of marketing would be advantageous but is not essential for this role.

The role is suited to someone with meticulous attention to detail, highly organised, and systematic in approach. Strong written and verbal communication skills are also important, as is the ability to work as part of a team and on their own initiative. Our ideal candidate has experience in a relevant administrative role. You should also be familiar and capable with office software (e.g. MS Office), including word processors, spreadsheets and presentations.

Training and support will be provided for the more specialist aspects of this role.

As part of the marketing and impact team, you will have regular engagement with the inspiring charities and social enterprises that we work with.

# Role Profile

## Key Accountabilities:

### Marketing materials and day-to-day website updates

- Assist with day-to-day updates to Charity Bank's website (training and guidance provided) this includes adding, removing, and updating product details; publications and reports; job vacancies; case studies; and staff profiles.
- Coordinate the approval of case studies and marketing materials, ensuring the marketing communications database is accurate with evidence of both internal and external approvals.
- Maintain our Photography tracker and record of photography consent forms.

### Impact measurement

- Responsible for day-to-day review of impact scorecards (training and guidance provided)
- Support the production of Impact KPIs and other data as requested.

### Event logistics

- Liaise with event organisers and colleagues to coordinate arrangement *for events we attend*, exhibit or speak at. This typically includes booking the event and production/delivery of appropriate marketing materials.
- Coordinate the logistics *for events we host*, for example, our shareholders reception. Liaise with the venue and colleagues to coordinate arrangements, such as invitations, attendee lists, badges, catering, coordinating with speakers and similar.

### Management Information

- Coordinate (with the Team) the production of the monthly and quarterly Marketing Management Information.
- Coordinate the Marketing Risk Register (with the Director of Marketing & Communications), ensure that all risks are recorded and updated quarterly and provide to compliance.
- Draft/maintain policies and procedures falling within the remit of the Marketing team - ensure these are kept up to date and meet requisite requirements and standards.

### Data management

- Maintain the marketing teams Data Protection tracker.
- Draft/maintain/support and implement of Data Protection Impact Assessments (DPIAs) and Legitimate Interest Questionnaires (LIQs), ensuring they are kept up to date in accordance with legislation (training and guidance provided).

- Alongside the Senior Marketing Manager, support the maintenance of our Marketing database and system to ensure all information is recorded accurately and that data is GDPR compliant, and all legal requirements are met. Make recommendations for enhancement.
- Support the Senior Marketing Manager, with the sending of customer mailings. This may include gathering and cleansing of data.

### **Suppliers**

- Support the contract renewal process of third-party relationships in accordance with legal and regulatory requirements (training and guidance provided).
- Maintain the Marketing Outsourcing Register, ensuring that all relevant details are captured, accurate and up to date.
- Maintain a record of Charity Bank's memberships/subscriptions and coordinate renewals.

### **General**

- Coordinate the submitting of expenses for the Marketing Team Credit Card.
- Comply with all applicable regulatory requirements including those of the FCA and under data protection and direct marketing legislation.
- Any other activities requested by the Director of Marketing & Communications in line with the marketing plan, including cover for other members of the team.

# Person Specification

	Essential	Desirable
<b>Experience</b>	<ul style="list-style-type: none"> <li>Strong administration experience, with at least one year experience operating at a similar level</li> <li>Strong writing and proofreading skills</li> </ul>	<ul style="list-style-type: none"> <li>Experience within a banking or financial services environment</li> <li>Experience of marketing and/or related activities</li> </ul>
<b>Attainments</b>	<ul style="list-style-type: none"> <li>Graduate Calibre</li> </ul>	<ul style="list-style-type: none"> <li>Marketing qualification</li> </ul>
<b>Special Aptitudes</b>	<ul style="list-style-type: none"> <li>Meticulous attention to detail</li> <li>Excellent organisation skills, excellent at prioritising and managing own time</li> <li>Numerate and computer literate, comfortable working with databases and using technology</li> <li>Able to manage competing priorities &amp; balance stakeholder interests</li> <li>Clear communicator – verbally and written word</li> <li>Able to conduct desk-top research to inform knowledge and best practice improvements</li> </ul>	<ul style="list-style-type: none"> <li>Project Management</li> <li>Photoshop and/or InDesign</li> <li>An understanding of the principles of marketing, tools, and strategies</li> </ul>
<b>Disposition</b>	<ul style="list-style-type: none"> <li>A self-starter, able to work on own initiative to deliver high quality outcomes within agreed timescales</li> <li>A team-player; wants the marketing team and the whole bank to succeed</li> <li>Process-driven, able to follow, review and improve processes and procedures</li> <li>Persistence, an eye for detail and ability to complete projects and keep to deadlines</li> </ul>	<ul style="list-style-type: none"> <li>Influencing skills – good at getting a message across</li> <li>Negotiating skills</li> </ul>
<b>Thinking Style</b>	<ul style="list-style-type: none"> <li>Able to analyse a problem and present options to resolve it</li> <li>Change orientated</li> <li>Well organised and systematic in approach</li> <li>Detail conscious</li> </ul>	<ul style="list-style-type: none"> <li>Creative &amp; innovative</li> </ul>
<b>Motivation</b>	<ul style="list-style-type: none"> <li>Excited by the work, mission, and positive impact of Charity Bank</li> <li>Derives satisfaction by achieving results through other people</li> <li>Committed to continuing personal development</li> </ul>	



# The **Four-Day Week**

## Redefining Work-Life Balance

At Charity Bank, we prioritise the well-being of our team members alongside the pursuit of our social mission. The Charity Bank four-day week is an innovative initiative that sets us apart in fostering a thriving workplace culture.

## Why the Charity Bank Four-Day Week?

Our belief is simple: a supported and motivated team delivers exceptional customer service and propels us toward our social goals. By offering all staff the opportunity to work four days a week with full-time pay, we prioritise a healthy work-life balance, boost morale, and enhance overall job satisfaction.

## How it works:

Our four-day week consists of 32 hours, typically spread across four eight-hour days, allowing employees the flexibility to choose either a Friday or Monday as their day off.

Days off are protected and treated like weekends, ensuring uninterrupted personal time. The arrangement is flexible, adapting to part-time employees on a pro-rata basis.

## Commitment to Productivity and Continuous Improvement:

The four-day week is not merely a benefit but a mutual commitment. In exchange for increased productivity, we challenge established ways of working, constantly seeking opportunities to improve processes and enhance efficiency across the team and organisation.

## Key Features:

1. **Work-Life Balance:** Our four-day week promotes an improved work-life balance, granting more time for personal pursuits, family, and self-care.
2. **Full Pay:** Despite fewer hours, employees receive equal compensation, recognising and rewarding their commitment.
3. **Productivity Boost:** The strategic four-day week enhances productivity, with studies showing increased focus, creativity, and efficiency.
4. **Equality and Diversity:** Our four-day week and flexible working policy align with our goal of fostering an inclusive and positive employee experience. We actively promote equal opportunity, attract diverse talent, and support personal growth.
5. **Social Mission Support:** Prioritising team well-being empowers contributions to our social mission, creating a positive ripple effect for both employees and the communities we serve.

For more information and FAQs, visit [www.charitybank.org](http://www.charitybank.org). Join us in redefining the workplace and making a lasting impact.



Charity Bank  
borrower, René  
House CIC.



# The benefits

In addition to salary Charity Bank offers a generous benefits package.

- **Annual Leave** – 160 hours per annum plus bank holidays, pro-rata in year of joining (and also for part-time), with opportunity in increase to a maximum of 192 hours per annum (pro-rata)
- **Four Day Week** – supporting work-life balance.
- **WeCare** – free access to online 24/7 GP and Second Medical Opinion service
- **Employee Assistance Programme** – Health/Work/Life concerns 24/365
- **Perkbox** – employee discounts and deals to help save money
- **Contributory Pension Scheme** – auto enrolment in place
- **Life Assurance** – 4 x salary paid to beneficiaries if death in service
- **Private Medical Cover**, subject to eligibility criteria
- **Enhanced absence payments** – including maternity, paternity, adoption, shared parental leave, and sickness, subject to eligibility criteria
- **Give as You Earn Scheme** – charity donations of up to £250 per annum are matched by Charity Bank
- **Additional Annual Leave Purchase Scheme** – up to 32 hours per annum (pro-rata) to a maximum of 224 hours per annum, (pro-rata)
- **Group Income Protection**
- **Cycle to Work Scheme**







**Registered Office:**

The Charity Bank Limited, Fosse House,  
182 High Street, Tonbridge, TN9 1BE.  
Company registered in England and  
Wales No. 4330018. Authorised by the  
Prudential Regulation Authority and  
regulated by the Financial Conduct  
Authority and the Prudential Regulation  
Authority. Financial Services Register  
No.207701. Member of the Financial  
Services Compensation Scheme (FSCS).

**Charity  
bank**

Charity Bank borrower, Leigh  
Miners Rangers.