

Hawk Conservancy Trust  
Visitor Centre, Sarson Lane  
Weyhill, Andover  
Hampshire, SP11 8DY

T: 01264 773 850  
F: 01264 773 772  
E: info@hawkconservancy.org  
www.hawkconservancy.org



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## Job Specification; Marketing Assistant/Office Administration Assistant

Hours: Part-time, 2 days Marketing, Communications and Fundraising team and 2 days Office team (days to be determined including some weekends on a rota basis)

### REPORTS TO:

Head of Marketing, Communications and Fundraising/Office Administration Manager

### PURPOSE AND OBJECTIVES

Support the Marketing, Communications and Fundraising team in the development of marketing and fundraising campaigns including planning, research, advertising, events, social media, and in the production of marketing materials.

Support the Office Administration Manager in the provision of administration services including adoption and membership scheme, processing orders and handling enquiries.

Promote the Hawk Conservancy Trust (Trust) as both a visitor attraction and conservation charity to visitors, members, donors and supporters with the overall aim of increasing visits to the centre and support of the conservation work undertaken by the Trust.

Ensure that all marketing and administration communications are accurate, professional, and correct, adhere to the brand guidelines and professionally represent the Trust as a leader in bird of prey conservation and as an award winning visitor attraction.

### DUTIES AND KEY RESPONSIBILITIES

Responsible to the Head of Marketing, Communications and Fundraising and Chief Executive for supporting all aspects of marketing including but not limited to:

- Serving as the Marketing, Communications and Fundraising team's process organiser and administrative foundation, providing:
  - Ownership of pricing, timetable and events communications and tracking;

CONNECT WITH US



@HawkConservancy

CONSERVATION EDUCATION RESEARCH REHABILITATION

HAWK CONSERVANCY TRUST LTD  
CHARITY NO: 1092349 | COMPANY NO: 4304161 | VAT NO: 997 3248 63  
THE HAWK CONSERVANCY TRADING COMPANY LTD  
COMPANY NO: 5028485



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- Leadership on ensuring aftersales communications are up to date, professional and accurate;
- Supporting the Marketing and Communications Executive to monitor of sales and identification of potential issues;
- Supporting the Principal Fundraiser with communications and donor management processes;
- Production of reports on KPIs such as sales, footfall, marketing exposure achieved, webstats, ticket promotions, e-newsletter stats and membership;
- Organising and categorising the Trust's photographic competition and library, including liaising with the entrants;
- Serving as the Trust style guru, assisting with proofreading all department communications;
- Assisting with social media responses with support from the Head of Marketing, Communications and Fundraising and the Marketing and Communications Executive;
- Selecting images for media enquiries, advertising and promotional opportunities, social media, website and marketing opportunities around the park;
- Helping to edit and create filming clips for digital channels;
- Assisting with making amendments to the Trust website and external websites;
- Coordinating with the retail department to ensure the webshop is accurate and up to date;
- Assisting with coordinating and implementing the marketing communication and fundraising plan;
- Assisting with the placement of leaflets and posters for the Trust to promote a variety of propositions to the customers;
- Collating and processing customer research and analysis;
- Assisting the Marketing and Communications Executive and Fundraising Manager with projects as requested;
- Contributing to the effective development of the Marketing Department and to the overall teamwork of the Trust;

Responsible to the Office Administration Manager and Chief Executive for the following but not limited to:

- Delivering a high standard of customer service in all aspects of the role;
- Processing phone and online sales orders;
- Receiving and recording booking and ticketed event information;

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- Providing general telephone reception, processing of email enquiries and other correspondence;
- Supporting management of the membership programme and the premium adoption scheme;
- Taking ownership of the standard adoption scheme;
- Assisting with fund raising event administration, including active participation;
- Providing administrative support to the CEO and the management team;
- Serving as coordinator and minute taker for cross departmental projects;
- Providing occasional cover for staff in the Trust Shop;
- Flexibility to support the Office Reception and Administration department in covering office staff holidays;
- Contributing to the development of the Office Reception and Administration Team and to the overall teamwork of the Hawk Conservancy Trust;
- Contributing towards the smooth running of the Office Reception and Administration department.

## ACCOUNTABILITIES

Accountable to the Head of Marketing, Communications and Fundraising, the Chief Executive and Directors of the Hawk Conservancy Trust to achieve targeted visitor numbers and income and to provide relevant, regular and accurate feedback and progress reports on all aspects of marketing.

Accountable to the Office Administration Manager, the Chief Executive and Directors of the Hawk Conservancy Trust for the smooth running of the Office Administration department.

Accountable to the Visitors and Supporters of the Trust to ensure true representation of the Trust, its work and products.

## EXPERIENCE

The ideal candidate will have experience from:

- Working in a fast-paced environment in one or more of the following:
  - customer service/sales
  - marketing/fundraising

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- Administration of customer research and data analysis
- Working on projects independently with close coordination with other team players
- Leading the administration of cross departmental projects
- Proofreading
- Minute taking
- Social media and video production

## SKILLS AND QUALITIES

Key attributes include:

- Outstanding customer service and sales skills and efficient, pleasant and professional communications, written and verbal
- Strong organisational skills including close attention to detail
- Strong work ethic, going above and beyond to get tasks done and look for new opportunities to contribute
- Self-starter, able to use own initiative with guidance and support
- Excellent problem-solving skills with the ability to research and highlight issues encountered, and an aptitude for helping people
- Ability to engage with and develop relationships with our customers
- Team player, sharing the workload and stepping forward to assist others as well as communicating well within the team on tasks and information sharing
- Eager to learn and develop, taking pride in the Trust's work and their own
- Keen sense of ownership of tasks (even if shared)
- Strong task focus and able to ensure projects reach completion in a timely manner
- Robust analytical and numerate skills
- Computer Literate: MS Excel, Word, Outlook & Publisher; able to learn new software systems
- Work well under pressure
- Resilient, adaptable and flexible
- Trustworthy

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## APPLICATION

Submit a cover letter stating your suitability for this role, and CV, noting the position for which you are applying to [hr@hawkconservancy.org](mailto:hr@hawkconservancy.org) or by post to Human Resources, Hawk Conservancy Trust, Sarson Lane, Weyhill, Andover, Hampshire, SP11 8DY.

Please Note: the position is subject to DBS (Disclosure and Barring Service) check and references.

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