



MAHDLO

An **OnSide** Youth Zone

ROLE PROFILE

Marketing and Events Coordinator

ABOUT MAHDLO

Mahdlo Youth Zone is a state-of-the-art multi-million pound location providing young people aged 8 to 19, and up to 25 for those with additional needs, engaging and exciting opportunities to try something new, seven days a week.

Our mission is to deliver high quality, innovative activities and experiences for young people. To provide opportunities, raise aspirations and support them to be the best they can be.

At our centre in Oldham we've got incredible facilities including a 3G Multi Use Games Area (MUGA) pitch climbing wall, boxing gym, three court sports hall, sensory room, fully equipped gym including weightlifting equipment, recreation area and dance, arts, music and media suites and much more.

Out across the borough we're working from community centres to bring our special brand of youth work to young people in the community.

OUR VALUES
THE WAY WE WORK

PASSION
RESPECT
INCLUSION
DEPENDABILITY
EXCELLENCE

THE ROLE

Marketing and Events Coordinator

As a charity, we need to raise £1.6 million every year in order to provide the vital, life-changing youth work services to young people in Oldham.

This is a brand-new role, focused on driving income generation, raising brand awareness, and demonstrating the incredible impact we have across the community.

Working in tandem with the Digital Communications Coordinator you'll be increasing knowledge of our work and our needs amongst our current and potential donors, and expanding our already impressive network of supporters.

You'll be contributing to the overall organisational target of £1.6 million a year, planning and delivering a series of targeted fundraising campaigns and appeals, delivering an established calendar of events from inception through to evaluation, increasing attendance and income year on year, and providing excellent stewardship to current donors, supporters and members of the community through engaging and innovative communications.

WHAT YOU'LL BE DOING

Key responsibilities

- Design and implement a marketing and communications plan, producing engaging materials and content for the income generation team to raise brand awareness, support excellent stewardship of existing funders and donors, and contribute to the acquisition of new corporate and individual donors to the pipeline.
- Work with the digital communication coordinator to monitor and analyse the performance of marketing campaigns, events, and social media activities, providing insights for continuous improvement increasing the click-through rate on digital communications from 12% to 30%.
- Build on and deliver a series of fundraising campaigns each year, increasing community engagement to secure donations year on year.
- Work with the Fundraising Manager to deliver an established calendar of events, from inception to evaluation, increasing attendance and income by 25% (weekend and evening working will be required).
- Increase corporate engagement through targeted appeals, volunteering opportunities and wider engagement to foster stronger community connections.
- Develop an individual programme/campaign by year three
- Work closely with internal teams, external partners, and volunteers to ensure seamless coordination of marketing efforts and events.
- Provide administration support to the team as and where necessary.
- Represent Mahdlo at various relevant networking events across Oldham.

General requirements

- Work diligently to meet the requirements of this job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Participate positively in internal/external meetings and training as required
- Positively participate in one-to-ones and appraisals
- Ensure that all relevant policies, procedures and working practices are adhered to at all times
- Work in accordance with Mahdlo's culture, values, aims and objectives
- Act as a positive ambassador for Mahdlo at all times
- Positively contribute to Mahdlo's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably be required
- The hours of work are those necessary to fulfil the requirements of the position. This will involve working unsocial hours in the evenings and at weekends during Youth Zone sessions or at events and also working during the day

NB: This job description forms part of the contract of employment of the person appointed to this post. It reflects the position at the present time only, and may be changed in consultation with the employee. As a general term of employment, Mahdlo may affect any necessary change in job content, or may require the post holder to undertake other duties, provided that such changes are appropriate to the employee's remuneration and status.

In accordance with Mahdlo's Child Protection and Safeguarding procedures, this position requires an enhanced DBS check and will require you to complete Safeguarding training within six months of appointment and refresher training thereafter.

PERSON SPECIFICATION

Knowledge and experience

	Essential	Desirable
Minimum of 2 years marketing experience	✓	
Experience of developing and implementing communication/marketing plans	✓	
Knowledge and understanding of GDPR	✓	
Experience of marketing in the third (charity) sector		✓
Minimum of 2 years fundraising experience		✓
Proven experience in managing and delivering events		✓
Experience of using a CRM system for logging and tracking fundraising and or marketing activity		✓

Attitude

	Essential	Desirable
Commitment to the values of Mahdlo Youth Zone	✓	
Self-reflective and adaptable to change	✓	
Initiative and commitment to continuous improvement and ongoing development opportunities	✓	
Able to work in the evenings and at weekends	✓	

Skills

	Essential	Desirable
Target-driven approach to marketing and or fundraising activity	✓	
Strong organisational and project management skills	✓	
Excellent written communication skills	✓	
Ability to produce and design engaging materials using Canva and/or Photoshop	✓	
The ability to cope with multiple demands and deadlines to a consistently high standard	✓	
Ability to manage volunteers or teams at events		✓

Special requirements

	Essential	Desirable
Open to working outside of office hours when required, and to travel to events in the region and beyond	✓	
Full UK driving license		✓

MAHDLO BENEFITS



ONSITE GYM

For all of the fitness fanatics or if you just want to maintain a healthy lifestyle.



HOLIDAY ALLOWANCE

33 days holiday inclusive of bank/public holidays



MEDICASH HEALTH CARE

On successful completion of your probationary period you will be enrolled onto Medicash - an award winning Health Care scheme.



BIRTHDAY GIFT

£50 Birthday Gift to boost your Health and Wellbeing.



LIFE INSURANCE

We understand that losing a family member can be devastating for a family and their finances and that's why we provide life insurance from Canada Life to all of our staff members.

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