Recruitment Pack
Events and Marketing Coordinator
Social Value International is the global network for social value and impact management. Our members share a common goal: to change the way society accounts for value.

All too often key decisions about resources and policies are made using a limited economic concept of value, which fails to consider important effects on people and the environment. As the gap between rich and poor increases and the effects of climate change become more apparent, our work has never been more urgent.

For over 15 years, Social Value International has been working with our members, networks and partners to embed core principles for social value measurement and analysis, to refine and share practice, and to build a powerful movement of like-minded people to influence policy.

This pioneering community contains members from 45 countries, drawn from a huge range of different sectors and disciplines. Our goal at Social Value International is to support, connect, and represent our members through training, knowledge-sharing and networking.

Social Value International is much more than a professional network.

Together, we are building a movement for change.
OUR VISION

A world where decision making, ways of working and resource allocation are based on the principles of accounting for value leading to increased equality and well-being and reduced environmental degradation.

OUR MISSION

To change the way society accounts for value through principles, practice, people and power:

Principles: Our principles will lead to the inclusion of social, environmental and economic value in decision making.

People: We will build and support a network of like-minded individuals who want to work with us to put these principles into practice.

Practice: We will develop guidance, tools, and support to help put the principles into practice.

Power: By connecting these individuals and supporting their learning, growth and influence we will build a movement to change the way society accounts for value.
ABOUT THE ROLE

Social Value International is a small team with big ambitions.

The role of Events and Marketing Coordinator is to support the work of marketing, communications and events across the organization. In this role, you will lead on marketing for all events, webinars, membership, training and other SVI services, including collateral production, email, and social media campaigns. You will also support in the coordination and delivery of online events and discussions for a global audience.

The ideal candidate for this role will have experience in a similar role, a passion for social justice, a can-do attitude, and the ability to be flexible and offer support when needed. Experience in events, marketing and/or content creation is desirable. You’ll be self-motivated and willing to work flexibly and confidently across multiple projects simultaneously, to meet the needs of our members. You’ll have the ability to work independently towards team goals, have strong written and verbal communication skills and be well organised. You’ll be excited by the opportunity to bring ideas and enthusiasm to shape a new role in this organisation.

Location
The Social Value International Headquarters are in Liverpool, United Kingdom, however the role can be fulfilled remotely. We welcome applicants from around the world. From time to time, you may be required to undertake occasional international travel.

Contract Basis
This is a part-time position, pro-rata 0.6 offered on a 12-month contract basis.

Hours
The successful applicant will be required to work 21 hours per week. Holiday entitlement is 25 days per annum plus UK bank holidays pro-rata at 0.6.

Salary
£18,000 per annum pro-rata

Application:
To apply, please submit your CV and a cover letter (no more than 1 side of A4) to hello@socialvalueint.org by 5pm GMT on Wednesday 12th January 2022.
ROLES AND RESPONSIBILITIES

Event Coordination:
- Maintain the SVI events calendar and work with members of the SVI team to deliver all events – mainly online.
- Setting up and managing technology to deliver online events
- Ensuring pre-event preparation is complete with SVI staff, speakers and partners to confirm guests, prepare briefings and provide rehearsals as required
- Oversee promotion and marketing of all event activities to maximize reach and registrations/attendees
- Facilitate event sessions including providing technical support during the events.
- Manage queries received from event attendees
- Increase event registrations and attendance, contributing to an increase in awareness and engagement with SVI.
- Edit recordings and include in the growing library of SVI resources
- Supporting external partners with the promotion of events
- Supporting a schedule for the SVI team’s involvement in external events.

Marketing and communications:
- Produce and implement the SVI marketing and communication plan
- Maintain the organisational social media platforms and generate greater reach of our campaigns and message, ensuring a balanced schedule.
  - Key responsibilities include the posting of content, as directed by line manager; reporting of statistics; monitoring of notifications and messages; digital advertising, as required.
- Develop and advise on new social media content.
- Create and edit videos and graphics.
- Develop a content curation calendar for each year, including observance days, key dates, and other partnerships.
- Write copy for marketing and communications content including website, flyers, brochures and guides, working closely with relevant members of the SVI team.
- Support the wider SVI team and external partners through the management of the SVI blog.
- Designing and sending mailshots and monthly newsletters to members and the wider social value community.
- Work in partnership/deliver joint campaigns with members/networks and other key stakeholders
- General administrative support for all marketing and communication activities.
PERSON SPECIFICATION

Essential Experience and Skills:
- Friendly, positive, flexible and adaptable team player.
- A good understanding of how to deliver effective online events
- Ability to write persuasive content and create engaging messaging for a variety of audiences across multiple digital channels and have excellent attention to detail.
- Experience in digital communications, marketing or event planning.
- Strong understanding of social media i.e. LinkedIn, Twitter, Instagram and other digital platforms, operating within best practice and trends.
- Excellent customer service skills and an ability to work with diverse stakeholders.
- Strong organisational skills with the ability to manage multiple priorities and tight deadlines with a proactive approach.
- IT skills including knowledge of MS Office packages, Zoom, Canva and Squarespace
- Ability to demonstrate initiative and have a creative approach to problem solving.

Desirable Skills:
- Proficient in production of graphics and video content; use of image, video and audio editing software.
- A passion for social value, environmental protection, social justice or human rights.

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