



Marketing Officer

£33,338 Pro rata

Part-Time – 3.5 days per week

6-Month Fixed-Term Contract (with potential to become permanent)

Location: Loughton, Milton Keynes (office-based)

Start date: ASAP

Are you a creative communicator who wants to use your skills to make a real difference? Ride High is looking for a motivated and enthusiastic Marketing Officer to help share the powerful stories of the children we support and promote the work of our charity.

Ride High is a registered charity working with some of Milton Keynes' most vulnerable and disadvantaged children. Through a unique combination of horse riding and an associated educational programme, we support 120 children every week for a period of 12–36 weeks, helping them develop confidence, resilience and life skills that can transform their futures.

Working closely with the Fundraising & Marketing Manager, the Marketing Officer will play an important role in delivering Ride High's marketing and communications activity – helping to raise awareness of the charity, promote fundraising initiatives and communicate our impact to a wide range of audiences.

This role offers the opportunity to work across a broad range of marketing and communications activities within a small, friendly and ambitious charity team. It would suit someone at an early stage in their marketing career who already has some relevant experience and is looking to develop further, or someone with more established experience seeking a purposeful part-time role.

Flexibility will be required as occasional evening and weekend work may be necessary to support events.

Key Responsibilities

- Support the planning and delivery of marketing and communications campaigns that raise awareness and funds for Ride High

- Create and schedule engaging content for social media, helping to grow audiences and engagement across platforms
- Assist with updating and managing content on the Ride High website
- Produce a range of marketing materials, including newsletters, leaflets, presentations and digital content
- Support Ride High events and represent Ride High at community events, presentations or networking opportunities
- Assist with the promotion and marketing of fundraising events
- Support the creation of press releases and media content
- Maintain Ride High's presence on external websites and listings
- Liaise with external suppliers such as designers, printers etc
- Maintain and update Ride High's fundraising database, ensuring supporter and donor information is accurate and up to date
- Provide additional marketing and administrative support to the marketing and fundraising team as required.

Skills and Experience

We are looking for someone who is creative, organised and proactive.

Essential

- A qualification in Marketing, Communications or a related field, or equivalent professional experience
- Experience in a marketing or communications role
- Strong writing and editing skills, with the ability to create engaging content
- Experience using social media platforms including Facebook, Instagram, LinkedIn and YouTube
- Confidence using Microsoft Office 365
- Experience using content management systems
- Experience using fundraising or CRM databases
- Design skills using tools such as Canva
- Good organisational skills and the ability to manage multiple tasks
- A positive, flexible and proactive approach to work

- Strong interpersonal skills and the ability to build relationships with colleagues and external stakeholders

Desirable

- Experience working or volunteering in the charity sector
- Experience supporting marketing campaigns or events

Additional Information

A standard DBS check will be required for this role due to the nature of Ride High's work with children.

How to apply

To apply please submit your CV and covering letter outlining why you are suitable for the role to Helen Cook at helen.cook@ridehigh.org. There is no deadline. Applications will be considered as and when they're received. If an informal conversation about the role would help, please contact us.