



Marketing & Bookings Coordinator - Role Description May 2018

Embercombe is a garden that grows people. It invites us into authentic leadership of ourselves and our lives. It gives us a choice and a responsibility in each moment to live a passionate, intimate and purposeful life.

As part of the Embercombe team you are called to join a long line of people who have opened their hearts in service to our mission and this land. You are called to be a carrier of the Children's Fire that reminds us to take responsibility for this earth and our actions and decisions, so that we do no harm to the future generations. To live and work together upholding the 'twin trail' of outer action to bring about positive change to the world whilst deepening the inner healing of our connections, to ourselves, to each other and to the land.

Embercombe offers a wide range of programmes using elements of nature-based and indigenous wisdom. Alongside this we offer a venue hire to partner organisations to run programmes and events that are aligned to our mission.

Embercombe continues to grow in terms of reputation and impact. It is constantly evolving towards a significant and effective social enterprise.

Our diverse and dedicated team have played a key part in our success so far, and will play a big role in our future success. This is an exciting time to come to work at Embercombe.

Marketing and Bookings Coordinator

Role Overview

The role involves working as part of the office team supporting Embercombe's marketing using your knowledge of social media to develop thriving networks and customer base. Plus, supporting our customer journey with responding to participant enquiries and bookings.

You will be supported by an experienced team that is committed to autonomy and empowerment, and have a dedicated line manager.

Roles and responsibilities

Day-to-day marketing tasks including:

- Co-ordinating daily Social Media using MeetEdgar scheduling programme
- Creating MailChimp email campaigns and bi-monthly newsletters
- Social Media and campaign monitoring
- Market research and statistics gathering
- Adding to and amending Wordpress website pages

- Promotion of crowdfunding campaigns
- Arranging promotional materials, advertisements and articles
- Co-ordinating blog posts
- Cataloguing photographs and videos
- Promoting Embercombe at festivals events and talks, plus networking with partner organisations

Programme administration tasks including:

- Providing an enthusiastic and timely responses to incoming program enquiries and bookings
- Processing of programme bookings and registrations
- Sharing booking information with the wider team so Embercombe can fulfil the program requirements

General

- Act as an ambassador for Embercombe at all times, promoting and modelling our work and values
- Sharing the responsibility of cooking or lunch/dinner and housekeeping tasks
- During your time here, there may be a need to support other areas of work across the organisation, providing the opportunity to develop a broader understanding of the organisation and a wider range of skills.

Who would be great in this role?

- You have experience in social media, campaigning and monitoring
- You have experience in maintaining mailing lists and creating email campaigns
- Knowledge of information gathering and market research
- You are creative in design with a good eye for detail, and accuracy
- You have great communication - strong customer facing skills as well as written
- You have experience of working in a busy office environment and in general administration tasks, with knowledge of Google apps and general computer literacy
- You are adaptable with the flexibility to lead or work under direction on specific projects
- You are enthusiastic, energetic and have a “can do” approach
- You are ready to demonstrate and develop leadership within the role

Hours of work

- Ideally 37.5 hours per week whether living on site full time; coming in daily or working remotely.
- Includes some weekend work with time off in lieu
- 25 days annual leave pro rata plus bank holidays
- To begin as soon as possible. Coordinator positions will be for a period of 3 months with the potential to extend.

Key benefits

- Living with fellow change makers as part of a vibrant and welcoming community
- Exploring your world-view and meeting a diverse range of people

- Experiencing authenticity in communication and action
- The opportunity to develop and share your gifts
- On-going professional and personal support and development, including a monthly 1 hour session with a personal coach
- An opportunity to network, share ideas and spark further thinking around action in the world with social pioneers and fellow change-makers including Embercombe founder Mac Macartney
- Living and working on a beautiful 50-acre site with woodland, forest gardens and a lake, on the edge of Dartmoor National Park
- £40 a week stipend
- Basic accommodation on site
- Delicious free organic breakfast, lunch and dinner made with locally grown, seasonal produce
- 25 days annual leave plus an allowance equivalent to statutory bank holidays.
- Opportunities to organise and attend events such as film nights and performance nights
- EmberChoir 5-6pm Wednesdays led by choir director Helen Yeomans

How to apply

Please email us your CV and a cover letter. In the cover letter please give us more information on your how your experience and skills match the role. Please email to: clare@embercombe.org