**JOB DESCRIPTION**

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| **Job Title:** | Retail Marketing Assistant |
| **Company:** | Gorta – Self Help Africa |
| **Department:** | Retail |
| **Location:** | GSHA Head Office, Kingsbridge House, 17-22 Parkgate St, Dublin 8 |
| **Contract Type** | 12 Months – 37.5 hours/week |
| **Reports to:** | Head of Commercial & Administration |
| **Job Purpose:** | To assist the Retail Team in maximizing awareness and income from the Gorta-Self Help Africa retail network.  To focus on the enhancement of the National Retail Promotional Calendar of Events and Campaigns.  To identify and pursue sources of merchandise. |
| **Key Responsibilities:** | **Retail**   * Development and implementation of a Marketing campaign for Gorta’s shops nationwide. * Implementation of an annual calendar of promotions and activities for stock acquisition, celebrity endorsement and other fundraising activities. * To identify and pursue sources of merchandise. * To liaise with Head of Commercial, National Retail Manager and Shop Managers. * To participate and present at Retail Managers meetings.   **Communications & PR**   * To maintain the retail photo library and database. * To assist with development of retail fundraising and communications materials. * To assist with the creation and distribution of newsletters and other promotional items.   **Other**   * To uphold data protection regulations and work to the Fundraising Institute codes of practice * To assist with the tracking of income and issuing of thank you letters and receipts to effectively manage donors. * To attend team meetings and be willing to contribute to other team activities as requested. * Provision of marketing administrative support to the Shop Managers and National Retail Manager. |
| **Key Relationships:** | **Internal**   * Head of Commercial & Administration * Communication Team * National Retail Manager * Retail Managers   **External**   * Donors and Supporters of Gorta-Self Help Africa |
| **Knowledge and Experience** | * 3rd level marketing/communication qualification * Excellent communication skills, both oral and written (fluent English) * Excellent interpersonal skills * Strong planning and organisational skills * Strong IT skills including Word, Excel, Microsoft office and Salesforce * Experienced team player * Commitment to the vision, mission and values of Self Help Africa |
| **Role Competencies** | * Managing yourself – Holds an awareness of own abilities and areas fordevelopment; adapts and uses abilities to work well with others and to help achieve objectives. * Leadership – Acts to inspire others by clearly articulating and demonstrating the values and principles that underpin work. Holds a sense of pride in Gorta-Self Help Africa and loyalty to the organisation. Supports others to achieve excellent results. * Communicating and working with others – Uses the most appropriate channel to share information with others both inside and outside Gorta-Self Help Africa; adapts the message to meet the communication needs of the audience. * Delivering results – Systematically develops plans towards achieving Gorta-Self Help Africa’s objectives and delivers on commitments; uses appropriate techniques to help achieve agreed objectives. * Planning and decision-making – Systematically develops plans towards achieving Gorta-Self Help Africa’s objectives and delivers on commitments; makes clear, informed and timely decisions appropriate to role, in the interests of Gorta-Self Help Africa and those we work with. * Creativity and innovation – Seeks out, develops and successfully implements new ideas that further the needs of Gorta-Self Help Africa and those we work with; builds on proven approaches and learns from ongoing work to improve it. |

**Gorta - Self Help Africa is an Equal Opportunities Employer**