**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.
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| **Key Relationships:** | **Internal*** Head of Commercial & Administration
* Communication Team
* National Retail Manager
* Retail Managers

**External*** Donors and Supporters of Gorta-Self Help Africa
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| **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
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| **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.
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**Gorta - Self Help Africa is an Equal Opportunities Employer**