



MARKETING COORDINATOR INFORMATION PACK



ABOUT

MARKETING COORDINATOR



Help us tell powerful community stories and delight more customers.

As our new Marketing Coordinator, you will play a key role in helping our social enterprise shine a light on the strengths, ideas and voices of the communities we work alongside. Working closely with our community team, you will bring local peoples' voices to the forefront through events, digital storytelling and our Community Unboxed podcast.



You'll help mobilise community action by sharing stories that inspire people to come together and strengthen their communities. Regular campaigns, newsletters and social media updates will help you sustain engagement and reach new audiences.

Alongside this, you will help strengthen and grow The Shoebox Experiences, already a leading provider of unique, local tours that generate profit for purpose. You'll support the development and implementation of an ambitious marketing strategy that boosts visibility, increases sales and enhances both The Shoebox Experiences and The Shoebox Community brands.



You will work closely with our appointed digital marketing agency to develop, coordinate and oversee paid social advertising campaigns. You'll bring a good understanding of digital marketing techniques so you can brief effectively, review performance, support optimisation and ensure campaigns align with our brand, audience and sales targets.

You will also keep our website and social channels fresh and engaging, support improvements to the customer journey and help launch new campaigns and workflows that build long term relationships with our customers, members and partners.

The ideal candidate will be an excellent communicator with a solid understanding of digital storytelling and experience managing campaigns. If you're excited by the idea of using your marketing skills to help make a real difference, we'd love to hear from you.

We are committed to equality, diversity and inclusion for all staff and applicants. We aim to create a welcoming workplace where everyone can thrive, free from discrimination or harassment. We value the unique perspectives that a diverse team brings and welcome applications from anyone who meets the essential criteria. If you have questions about the role or accessibility, please get in touch.

ABOUT

MARKETING COORDINATOR



Job title: Marketing Coordinator

Hours: 37.5 hours a week

Salary: £26,325 - £27,241 (depending on experience)

Contract: Permanent

Work location: Hybrid (with at least two days per week at The Shoebox Norwich)

Reporting to: CEO

Additional information: This role may require occasional evening/weekend work



1. Job description - Marketing Coordinator

The Marketing Coordinator will play a key role in strengthening both sides of our social enterprise - The Shoebox Experiences and The Shoebox Community.

You will support the development and implementation of an ambitious marketing strategy that:

- Drives sales growth for The Shoebox Experiences
- Raises awareness of our social mission and community impact
- Brings local peoples' voices to the forefront through digital storytelling, events and collaborative content
- Supports the expansion of The Shoebox Community and inspires greater community action

Working alongside our leadership and community teams, as well as our appointed marketing agency, you will help us reach more people, deepen engagement and ensure our storytelling reflects the lived experiences, strengths and ideas of local people.

2. Key duties and responsibilities

Marketing strategy & coordination

- Work with the leadership team to set and deliver marketing strategies across The Shoebox Experiences and The Shoebox Community.
- Coordinate with our external marketing agency to develop and manage paid digital advertising campaigns.
- Track, analyse and report on marketing performance, sharing insights with the leadership team.
- Assist with financial planning and monitoring of the marketing budget.

Digital marketing, campaigns & content

- Create and maintain a social media schedule, ensuring regular updates, engaging content and community-focused storytelling.
- Produce and schedule Mailchimp campaigns for customers, members and partners to sustain engagement and promote opportunities.
- Ensure website content is accurate, up to date and reflective of both our community work and our tours.
- Review and optimise website SEO to increase visibility and reach.
- Map and enhance customer and member journeys, introducing new workflows to build long term relationships.

ABOUT

MARKETING COORDINATOR

- Coordinate the design and production of marketing materials, ensuring consistent branding and tone across The Shoebox Experiences, The Shoebox Community and any related projects.
- Create templates, procedures and resources to support consistency in internal and external communications.

Community engagement & storytelling

- Work closely with the community team to bring local peoples' voices to the forefront through digital storytelling, events and collaborations.
- Support the development and release of our Community Unboxed podcast, co-produced with residents, community connectors and partners.
- Coordinate PR and corporate communications activities to raise awareness of our social mission and impact.

Data, evaluation & reporting

- Monitor and report on digital engagement, campaign outcomes and social media performance.
- Support the analysis, interpretation and presentation of data and case studies relating to engagement, reach and community impact.
- Assist with preparing reports for funders, partners or leadership as required.

Collaboration & partner engagement

- Work with colleagues across the organisation to gather stories, news and updates for digital content.
- Liaise with third-party marketing, design and creative agencies as required.
- Build and maintain positive relationships with our stakeholders including community groups, members, staff, volunteers and partners.



3. Key skills, knowledge and experience

Essential

Digital marketing & campaign skills

- Strong experience planning, developing and delivering digital marketing campaigns.
- Good understanding of paid digital advertising (e.g. Meta, Google), with experience coordinating or overseeing campaigns delivered by an external agency.
- Confident in using analytics tools to monitor performance, interpret data and report on outcomes.
- Experience managing social media channels and producing engaging, audience-appropriate content.
- Experience using email marketing platforms (e.g. Mailchimp) to build and sustain engagement.
- Basic understanding of SEO and how to optimise website content.
- Graphic design or basic content creation skills (Canva, Adobe Express or similar).

Storytelling, content & community engagement

- Strong written communication skills and an ability to create compelling stories and case studies.
- Ability to work sensitively and collaboratively with a diverse range of people.
- Experience producing digital storytelling content (e.g. audio, video, interviews).

ABOUT

MARKETING COORDINATOR

Project coordination & organisational skills

- Excellent organisational and multitasking skills to coordinate multiple projects, timelines and workstreams.
- Experience coordinating with external agencies, freelancers, designers or production partners.
- Strong attention to detail, particularly around brand consistency and messaging.
- Ability to work independently and use initiative as part of a small team.

Technical skills & compliance

- Confident IT skills, including Google Workspace (Docs, Sheets, Calendar, Gmail).
- Understanding of GDPR and good practice in collecting, handling and storing data.

Desirable

- Experience in heritage, tourism, non-profits or social enterprises.
- Experience contributing to customer journey mapping or CRM workflows.
- Experience supporting evaluation, impact measurement or reporting.
- Understanding of asset-based community development and the importance of resident voice and community power.



All staff are required to:

- Familiarise themselves with Organisation Policies and Procedures.
- Uphold the Equal Opportunities and Anti-Harassment and Bullying Policies, ensuring effective implementation in all aspects of their work.
- Act at all times within the organisation's Rules, Policies, Procedures, and any other statutory requirements.
- Commit to supporting the achievement of our organisation's mission and living our values.
- Be proactive, bring ideas and suggestions and contribute to service improvement.
- Undertake training as required.
- Attend staff and team meetings as required.
- Observe health and safety procedures in the workplace to ensure personal safety and safeguard the interests and safety of colleagues, customers and visitors.
- Undertake other duties and responsibilities as appropriate.

ABOUT

THE SHOEBOX ENTERPRISES CIC



About The Shoebox Enterprises CIC

The Shoebox Enterprises CIC is a social enterprise with a vision to lead the way in creating inspiring, supportive and entrepreneurial solutions to build resilient communities and empower local people to make their mark on the world.

We've been running for over nine years and create environments for people and communities to connect with each other and opportunities to find fulfilment.

We believe life is better when we have meaningful connections, shared experiences and opportunities to discover, laugh and grow together.



Tom Gaskin, CEO,
The Shoebox Enterprises CIC

We facilitate a range of community based projects, including:

- Offering support to enable people to develop, launch and operate a range of peer support groups and community activities to help people connect and grow.
- Creating supportive environments where people can learn and share skills through informal and formal volunteering opportunities.
- Hosting Community Connectors who undertake community research by having conversations with residents to discover what matters to them, what they are passionate about and what they would like to do with others to help them flourish in community life.
- Championing the social enterprise sector and sharing our learning to support the local sector to thrive.

Our growing Shoebox Community now operates in Norwich and Great Yarmouth with a range of community groups available to attend.

Our flagship social venture is [The Shoebox Community Hub](#) on Castle Meadow, Norwich which offers a friendly, welcoming space to develop community groups and activities. It operates on a 'pay what you can' basis with donations welcomed to help support running costs.

Last year, members spent over 9,600 hours participating in community groups, activities and volunteer roles, with over 4,835 visits to our hubs!



"If someone were considering coming to The Shoebox, I would tell them that they have nothing to lose but a whole new life to gain." - Shoebox member

ABOUT THE SHOEBOX EXPERIENCES

The
Shoebox
EXPERIENCES

As a social enterprise, we fund our core community projects by running The Shoebox Experiences - a one-stop shop for local, unique experiences where customers can **make great memories together**. Our Hidden Street Tour has been a popular visitor attraction since tours began in 2017, and in the last 18 months, we've expanded the range of experiences we offer to include:

- Lantern Light Underground Tour, a chance to see our Hidden Street in a whole new light and discover more about Norwich's dark past.
- Walking tours such as The Tavern Trail Tour, a fascinating 1.3 mile scenic walking tour of Norwich to discover more about pubs and the past. We also run an extended, premium version, The TIPSY Tavern Trail Tour, with more pub stops along the route.
- Venue tours such as Magnificent Marble Hall Tour, once home to Norwich Union, Carrow House and the Forgotten Vaults Tour, a grand residence once home to the legendary Colman family, makers of the city's famous mustard and Matriarch, Mayors & Merchants ending in a 16th century merchant's house.
- Team development days and bespoke packages to help hard-working staff reconnect and recharge.

Our experiences have been enjoyed by thousands of locals and visitors who consistently leave glowing 5 star reviews. We have exciting plans to continue adding more unique experiences to our offer, providing more opportunities to delight our loyal customers and help fund our work.



This was a really fun and informative experience; our guide was entertaining and really knew his stuff. We got to see a side of the city we'd not seen before and learn so much. Would recommend.

Kate R, customer



IMPACT



Our values and impact



READ OUR

2023
IMPACT REPORT

HERE



2024 Impact
Report
coming soon!

Mission

Creating supportive environments for people to connect with each other and opportunities to find fulfilment.

Vision

Leading the way in creating inspiring, supportive and entrepreneurial solutions to build resilient communities and empower local people to make their mark on the world.

Why

We believe life is better when we have meaningful connections, shared experiences and opportunities to discover, laugh and grow together.

MARKETING COORDINATOR HOW TO APPLY

We would be pleased to receive applications containing reasons for wanting to join our organisation and how skills and experience meet the requirements expressed in this pack. Our application form can be found [here](#).

Feel free to contact us if you require this information pack in an alternative format or any support with the application process, and we will do our best to help.

The closing date for applications is 22nd December at 5pm.

Interviews will be held in person at The Shoebox Community Hub, Norwich on 12th, 14th and 15th January 2026.

Any questions? Please call 01603 850309 or email team@theshoebox.org.uk