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The Actors' Benevolent Fund supports professional actors and stage managers in times of need, and in 2022 we spent over £1.6M on charitable support. The organisation has a bold new ambition to increase its reach and impact within the performing arts community, helping many more people and expanding the range of support to result in meaningful and sustainable change. It is an exciting time to be joining the charity, with a new Board of Trustees and the opportunity to make a real difference to a community dedicated to bringing so much meaning and inspiration to others.

We have created a Marketing & Engagement Coordinator post to help us achieve this ambition, through managing and increasing engagement with the charity's members and other stakeholders. This includes assisting the Marketing and Engagement Manager with the planning and execution of marketing, branding and advertising strategies to better promote the ABF to all our stakeholders across all communications channels. This role also involves administering the ABF membership, including responding to enquiries and providing a positive and responsive experience of the charity. Activities include creating and monitoring engaging content for social media platforms, as well as developing the ABF's membership processes to increase impact. There will be the opportunity to develop and implement activities to increase the ABF's membership.

We are looking for someone with experience of digital and traditional marketing as well as customer relationship management (CRM) tools, data analysis software, HTML and graphic design applications. Importantly, you need excellent verbal and written communication skills to successfully convey the ABF's brand, and the ability to build and maintain positive, trusted relationships with stakeholders.

This role is based at our office in central London. To apply, please send an up-to-date CV and covering letter specifying how you meet the points contained within the person specification, to office@abf.org.uk

The application deadline is midnight on **Monday 22nd April**, and interviews will be held on **Monday 29th April** at our offices in Adam Street, central London.