

Marketing and Communications Officer

Job Description

RESPONSIBLE TO: CEO

BASE: The Park, Daventry Rd, Bristol, BS4 1DQ

JOB PURPOSE: To coordinate and deliver the effective marketing of LinkAge Network, produce marketing materials and deliver LinkAge Network communications.

HOURS: 30 hours per week

SALARY: £23,954 full-time equivalent.

Responsibilities:

1. Act as the main point of contact within LinkAge Network for all marketing, PR and communications enquiries and requirements.
2. Implement marketing and communications on behalf of the LinkAge Network organisation, including contributing to developing the marketing and communications strategic vision.
3. Guide staff on organisational branding and support them with the development, coordination and delivery of marketing communications
4. First point of contact for press enquiries you will prepare press releases and respond to local media where required and within agreed parameters.
5. Work with the Fundraising Manager to promote income generation.
6. Operationally manage a small budget for marketing and communications work.
7. Deliver the organisation's website; create content, make amendments, and liaise with the host company. Use web analytics to collate data which is fed into strategic conversation with the CEO to further develop the website.
8. Deliver the organisation's social media, including Facebook and Twitter. Create and manage posts, liaise with colleagues and partners who wish to post via LinkAge Network. Use social media analytics to collate data which is fed into strategic conversation with the CEO to further develop the organisation's use of social media.

9. Create and collate content for LinkAge Network What's on Guides and design the final product to be produced according to a time schedule. Liaise and negotiate with production partners and printers. Plan and implement distribution.
10. Create and collate content for LinkAge Network newsletters and design the final product to be produced according to a time schedule.
11. Support LinkAge Network members to update their web page entries, correctly use LinkAge Network branding and other duties to make sure they are a complementary part of the Network.
12. Support the LinkAge Network to operate within relevant legislation, such as managing the photo library and relevant consent processes,
13. Deliver engaging and timely marketing communications using a variety of platforms to support the team, members and other stakeholders. This may include managing offers, promoting events, creating promotional material e.g. flyer/poster, supporting campaigns and projects and guiding staff re the creation of promotional material.
14. Provide professional and friendly customer service in your dealings with staff, trustees, members, the general public, funders and other stakeholders,
15. Contribute to the effective running of the office e.g. deal with enquiries, bookings, orders etc.
16. Carry out other tasks and duties from time to time, as required.
17. Work within relevant legislation and the standards, policies and procedures of LinkAge Network

General

- This job description only contains the principal accountabilities relating to this post and does not describe in detail all the duties required to carry them out.
- This post is exempt from the Rehabilitation of Offenders Act 1974 and this means that any criminal conviction, including spent convictions, must be made known at the time of the application.
- Employees must be aware of the responsibilities placed upon them under the Health and Safety at Work Act 1974, to ensure that the agreed safety procedures are carried out to maintain a safe working environment for service users, visitors and employees.

Person Specification

EDUCATIONAL/PROFESSIONAL QUALIFICATION		Essential	Desirable
1.	GCSE or Certificate in a relevant subject	✓	

CAREER EXPERIENCE			
2.	Minimum 2 years working in a marketing and communications role	✓	
3.	Delivering organisational or project marketing and communications; understanding of the principles of marketing and communications and how different channels can be used either individually and/or together	✓	
4.	Creating public-facing written material in hard copy and on the internet	✓	
5.	Planning of local marketing communications to support organisational objectives	✓	
6.	Understanding of brand management – good eye for design and presentation	✓	
7.	Working in the health, social care sector, voluntary or community sector		✓

KNOWLEDGE			
8.	Programs, including; Facebook, Twitter, Wordpress, In Design, Mail Chimp	✓	
9.	MS Office	✓	
10.	Creating materials to be accessible and inclusive	✓	
11.	Understanding of relevant legislation, marketing codes and regulation, data protection etc	✓	
12.	Ability to use and interpret data including Internet and social media analytics in order to understand the audience and inform marketing decisions		✓
13.	Understanding of how to handle a press enquiry	✓	
14.	Issues affecting older people		✓

SKILLS			
15.	Strong interpersonal skills; able to motivate others and work in partnership with colleagues and partners and other stakeholders	✓	
16.	Excellent written and verbal communication skills. Ability to write engaging and persuasive copy, proof read with attention to detail to ensure accuracy	✓	
17.	Thorough methodical approach to work planning	✓	

18.	Creative design skills, use and edit digital platforms, experience of using content management systems (CMS), using desk top publishing software e.g. ADOBE In Design and Acrobat, Photoshop - ability to select and resize images, create posters, brochures, eNewsletters, presentations etc	✓	
19.	Able to work well under pressure and organise, prioritise and manage your own work load to achieve targets and deadlines	✓	
20.	Good team player; able to build strong relationships both within the organisation and outside the organisation	✓	
PERSONAL ATTRIBUTES			
21.	Ability to act as an advocate and representative for LinkAge Network	✓	