

Background Information

Marketing and Communications Officer

June 2019

LinkAge Network was formed originally in 2007, and although the organisation can work across the west of England, traditionally it has focused on Bristol. The aim of the organisation is to create sustainable solutions with people aged 55+ to;

- improve their health and well-being
- reduce social isolation and loneliness, and
- strengthen communities.

The organisation achieves these aims by delivering projects, running a community network and informing local people about what's on in their area.

LinkAge Network has developed a strong communications and marketing remit. Work includes;

Marketing

- thoughtful promotion of the charity and projects to keep messaging aligned with our mission and objectives,
- adapting materials to consider access requirements,
- supporting the team and members with branding.

Communications

- providing e-newsletters to signed up members of the public, professionals and members,
- reviewing and updating the website,
- managing the social media accounts.

One day/week also includes support for one of LinkAge Network's projects; Community Development for Older People, for instance, providing promotional materials for small pieces of work the team undertake and helping them post useful articles online.

Funding for the post is currently not confirmed after 31 March 2020, although LinkAge hopes to secure more funding.