

AGE UK SHROPSHIRE TELFORD & WREKIN

JOB DESCRIPTION

Job Title:	Marketing & Communications Officer
Responsible to:	Senior Income Generation Officer
Location:	Home working/Age UKSTW offices in Shrewsbury
Grade:	Salary Band 2 - £23,278 (pro rata)
Hours:	21 per week

Our Vision is for Shropshire to be a county where older people flourish.

Our Mission is to work with and for older people to improve the quality of later life.

Job Purpose

Age UK Shropshire Telford & Wrekin is a local charity dedicated to supporting older people in our community. Communicating the positive impact of our work is vital for securing funding, building partnerships, and enhancing brand recognition. In this exciting role, you'll use storytelling to champion our services, shape impactful campaigns, and support the income generation team in engaging donors.

Principal Duties

1. Generate accurate, timely and engaging content to share across digital and offline channels with consideration in reaching diverse audiences.
2. To work closely with service delivery teams to produce their own marketing plans, including the full range of digital and written materials.
3. Work with our service delivery teams to identify, research and craft compelling case studies to showcase our work and tailor them to specific audiences.
4. To provide stories, and content of interest for the Age UK STW website and both internal & external newsletters.
5. Liaise with the Income Generation Assistant to create content for social media and our digital communication platforms.

6. To support senior colleagues in delivering the charity's various campaigning activities to convey powerful, emotive key messages to influence stakeholders.
7. Pioneer our video content for promoting positive messages, guiding our clients and service teams.
8. Generate positive media coverage, raising awareness of the positive impact we have on the lives of older people.
9. Support the organisation in hosting fundraising or other communication events.
10. Deliver our marketing and communications strategies to help staff, trustees and volunteers keep up to date with all our news.
11. Work with our fundraising team to write content around the fundraising ask.
12. To monitor and evaluate the effectiveness of communications activity.
13. To ensure that we comply at all times with data protection legislation and have all the necessary consents for our publications and communications.

General Duties

1. To be mindful at all times of the requirements of the Equalities Act and ensure accessibility to older people from all backgrounds and communities.
2. To maintain electronic and paper records and using the organisations management information system, Charitylog.
3. To maintain the highest standards of confidentiality and to comply with the Data Protection Act at all times.
4. To keep abreast of the appropriate legislation and policy in relation to this post.
5. To comply with and keep abreast of all Health & Safety guidance and policy relevant to this post.
6. To write/update all ISO procedures relevant to the role.
7. To undertake training and development as required to maintain the highest standards of service.
8. The postholder may from time to time be required to undertake other comparable duties not specifically mentioned in this job description.

PLEASE NOTE: The successful applicant will be subject to a Right to Work check and disclosure of any criminal convictions and/or cautions (as appropriate to the post) in accordance with the Rehabilitation of Offenders Act 1974 and subsequent legislation. Please refer to our Recruitment of Ex-Offenders Policy Statement.

Conditions Of Service

1. The post is graded Band 2 which currently has a Salary of £23,278 (pro rata) for 21 hours per week.
2. The post is based at home and/or the Age UK STW office in Shrewsbury.
3. The conditions of service (including certain provisions relating to working conditions and sickness allowance) are covered by existing collective agreements, negotiated and agreed between the relevant unions and staff as amended from time to time by Age UK Shropshire Telford & Wrekin.
4. The post is temporary, initially for an 18-month period, following an initial six months probationary period. The post is for 21 hours weekly. Actual hours are variable to ensure the proper discharge of duties. Duties may involve occasional evening and weekend work for which time off in lieu will be granted.
5. Annual holidays will be at the rate of 24 days per annum, 29 days per annum for those officers with five years' service with further increases for longer service. Bank holidays also apply. (Pro-rata for staff working part-time).
6. The appointment is subject to one month's notice on either side.
7. The postholder will be required to provide a motor car for official duties for which an allowance will be paid. It is a condition of employment that the postholder remains eligible at all times to drive such a vehicle.
8. Pension Scheme: Details will be issued with any formal offer of appointment.
9. This job description is intended as a summary of the main elements of the job described and may be amended from time to time, in consultation with the post holder. It does not form part of the formal Contract of Employment.