

Job Description

Marketing & Communications Officer

Responsible to: Commercial Director

Hours: 37 per week (flexible and hybrid)

Main purpose of job

The Marketing and Communications team's purpose is to enhance the brand and visibility of AUKWSBH, delivering strategic, engaging, and audience-driven communications. This role will provide broad support across all marketing and communications functions, creating content, managing social media, coordinating campaigns, and supporting internal and external stakeholders.

Main duties

Content Creation & Marketing Support

- Write, edit, and produce engaging content for internal and external audiences across various channels, including websites, social media, newsletters, press releases, and marketing materials.
- Ensure consistent brand messaging and alignment with the charity's vision across all platforms.
- Support marketing initiatives for HR, services, operations, and fundraising

Social Media & Digital Marketing

- Manage and schedule social media content across platforms (Facebook, Instagram, Twitter, LinkedIn, TikTok, etc.).
- Engage with followers, responding to comments and messages in a timely manner.
- Create visually appealing content, including graphics and multimedia, to enhance engagement and brand awareness.

Campaign Coordination & Event Promotion

- Assist with planning and executing marketing campaigns across digital and print channels.
- Support fundraising events with promotional materials, engagement strategies, and PR opportunities.
- Help plan and promote events as part of the overall marketing and communications calendar.

Email Marketing & Website Management

- Design and execute email campaigns, managing mailing lists and tracking campaign performance.
- Maintain and update the website with relevant news, events, and content.
- Ensure all web pages are visually appealing, user-friendly, and up-to-date.

Graphic Design & Branding

- Create branded marketing materials, including flyers, posters, and digital assets, using Canva, Adobe Suite, or similar tools.
- Maintain a library of marketing templates and imagery, ensuring necessary permissions are obtained.

Data Analysis & Reporting

- Track marketing performance using analytics tools and provide key campaign metrics to refine strategies.
- Support in developing the annual marketing communications calendar and report on key performance indicators.
- Monitor media coverage and identify PR opportunities to boost the charity's visibility.

Stakeholder & Media Engagement

- Collaborate with internal teams and external partners to align marketing activities with organizational objectives.
- Manage third-party marketing requests, ensuring consistency in brand representation.

Governance & Compliance

- Ensure compliance with GDPR and data protection policies in all marketing activities.
- Adhere to all health and safety, legal, and organizational policies and procedures.
- Maintain accurate administrative records and contribute to charity-wide reporting requirements.

Key contacts and relationships

- Internal: Commercial Director, wider marketing team, fundraising team, service teams, centre coordinators, volunteer coordinators.
- External: Media contacts, corporate partners, stakeholders, and volunteers

Governance

- To adhere to all health and safety, and legal requirements in line with AUKWSBH policies and procedures including monitoring and taking appropriate, prompt action to ensure compliance.
- To ensure data and administrative processes are adhered to in line with AUKWSBH policies and legislation of the Data Protection Act 2018.
- To regularly and accurately update Charity Log and provide statistical and monitoring information as required.
- To attend relevant and mandatory training as required.
- Monitor hazards and risks and implement relevant organisation processes including but not restricted to: Health & Safety, HR, Information Governance and GDPR and reputational risk.
- To help deliver the objectives as set out in the organisational strategic plan.
- To adhere to all other organisational policies and procedures.
- To undertake any other duties appropriate within the role as may reasonably be required by AUKWSBH.

Key contacts and relationships ELT and Leadership Team, IT & Data Team, Fundraising and Marketing Team, Locality Teams, clients, all services, staff and volunteers, external organisations and partners and regional media.

Equality, diversity and inclusion

AUKWSBH is committed to anti-discriminatory policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

Scope of job description

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

Person Specification – Communications & Marketing Officer

Experience	Essential	Desirable
Experience of working in a customer facing environment	✓	
Experience of completing multiple tasks by managing own workload	✓	
Experience of problem solving and escalating where appropriate	✓	
Experience in managing projects	✓	
Experience of updating in house databases	✓	
Experience in creating content for wide variety of assets including campaigns and other marketing promo both on and offline for different audiences	✓	
Experience of supporting projects in either, health, education, social services, community and /or voluntary sector		✓
Knowledge/qualifications		
An understanding of, and interest in older people, their situations and the opportunities they may want and/or need	✓	
A basic understanding of sustainability to help deliver effective and focused services that also minimise environmental impact	✓	
Understands the adult social care environment and how we can best add value		✓
Understanding of the local political environment and the integration with health		✓
Skills		
Excellent writing and proofreading skills	✓	
Excellent communication skills, verbal and written. The ability to communicate well with diverse individuals and in a team environment	✓	
Good IT skills, including use of Microsoft 365 suite, CRM systems, Canva (or similar), social media platforms (Facebook, Instagram, Tik Tok, LinkedIn & Twitter) and website updates using WordPress (or similar), Hootsuite, Mailchimp and Adobe Packages	✓	
Good relationship management skills	✓	
A 'can do' positive and professional attitude that can flex and adapt to change and challenges	✓	
Good presentation skills		✓
Other requirements		
Commitment to AUKWSBH's vision, mission and values	✓	
Ability to travel on occasion to different locations including other AUKWSBH sites	✓	
Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity	✓	