

Job Description
Marketing & Communications Officer

Job Details:	Job Title: Marketing & Communications Officer
	Reports to: Senior Communications Manager
	Contract: Permanent
	Working Hours: Up To: 35 Hours Week – Monday-Friday (Flexible work hours) Part Time Working Applicants Considered
	Location: Hybrid Mixed location Home and Office. Office could be Swindon, Devizes, Salisbury Southampton
	Remuneration: FTE £27,178 – FTE £30,685 (Per Hr. £14.93 – Per Hr. £16.86)

Job Purpose:

To work with our various service leads and partnerships to develop and implement marketing to promote and grow their services. To develop marketing materials to ensure partners and other stakeholders are aware of our services. To support marketing campaigns around policy work. To market our charity to improve donations of time, money of goods.

MAIN DUTIES AND RESPONSIBILITIES:

- Deploy new marketing materials and content via various marketing and media channels to maximise the utilisation of the various existing AUKW services. Including telling people’s stories and highlighting the difference our work makes to the lives of older people.
- As new services are introduced provide a complete marketing support campaign to help ensure success.
- Provide input to the overall communications strategy for AUKW.

Marketing

- Working with the communications team, and service leads to identify strategic marketing opportunities to generate awareness of our services across Swindon, Southampton and Wiltshire, to ensure every older person knows how we can support them.
- Develop marketing content and campaigns that can be used to promote opportunities.
- Provide content to post on our social media streams, which is linked to our marketing strategy.
- Provide marketing to support volunteer recruitment.
- Use a variety of marketing techniques & media channels to maximise the impact of the AUKW marketing activities.
- Provide input to the overall AUKW communications strategy.

Face To Face Marketing

- Provide Marketing support to the various programmes including health events, local voluntary and community sector events, and other networking events. This includes the design of marketing material, for use at networking, static display type events.
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Internal Communications / Press Releases / Guide to Later Life

- Prepare and distribute the AUKW / CTW quarterly newsletter for staff and volunteers.
- Prepare periodic news updates for internal distribution.
- Prepare external press releases as required on noteworthy events.
- Coordinate periodic (Semi-annual) in person staff and volunteer events.
- Working with the Guide to Later life team, develop content for inclusion in the annual guide. Including working with publisher to ensure that the maximum benefit is derived.

Other Activities

- Visit other AUKW locations on a regular basis during the year, to understand our services and identify opportunities for helping the services to develop and grow.
- Provide metric showing the effectiveness of the various marketing programs deployed for use by the trustee board, for example social media usage figures.
- Monitor the competitive environment (including other charity retail and services), to determine best marketing strategies.

GENERAL: [OBJ]

- Use Microsoft Office applications.
- Ensure confidentiality on all appropriate matters and recognise that any breach of this confidentiality will be treated seriously.
- Be aware that aspects of this role will require an elevated level of sensitivity and act accordingly.
- Comply with all Age UK Wiltshire policies and procedures, including completing annual training as required on time.
- Attend staff meetings and other similar staff events. Some meetings and other events may be held out of normal office hours.
- Be motivated and flexible and use your organisational skills to plan your own workload within priorities and goals set by your manager within the charity's plans.
- Undergo an annual appraisal.
- Demonstrate a strong commitment to Equity, Diversity and Inclusion.
- This job description is an outline of the main duties of your post, and you may be asked to undertake other work consistent with your role.

Person Specification – Marketing Officer

	CRITERIA	ESSENTIAL	DESIRABLE
	1. Excellent communication skills, verbal and written	✓	
	2. Excellent skills in presenting information in different formats, both visually and in written format	✓	
	3. Ability to understand different market proposition and how to ensure key messages of presented.	✓	
	4. Enthusiasm and ability to explore and identify new service opportunities	✓	
	5. Experience of maintaining metrics and authoring reports	✓	
	6. Initiative-taking, able to work alone using own initiative, with excellent planning and organisational skills.	✓	
	7. Ability to establish positive relationships with other partners and agencies, including health, voluntary and statutory organisations.	✓	
	8. Computer literate, able to use Microsoft packages, email, the internet, web searches and databases.	✓	
	9. Understanding of Confidentiality policy and practice.	✓	
	10. Understanding of and commitment to Equity, Diversity and Inclusion policy and practice.	✓	
	11. Understanding of Safeguarding policy and practice.		✓
	12. Experience of collaborating with older people and understanding of issues affecting older people.		✓
	13. Experience of supervising and managing people and working with and supporting volunteers.		✓
	14. Experience of project management, including project development through execution.		✓
	15. Experience of supporting income generation activities and developing new sources of income, through marketing techniques.	✓	