

Position: Marketing and Communications Officer

Responsible to: Relationships and Fundraising Manager

Purpose of the Job

- To lead on internal and external communications, utilising digital and paper marketing resources to raise awareness of our services and reflect the dynamic nature of the organisation

Key Duties

- Ensure the organisation is represented in all appropriate digital channels to raise awareness of our services across a diverse range of audiences
- Develop the organisation's ability to share impactful stories to connect with our audience, in a way that is sensitive to those we support
- Monitor insight into the organisations audience in order to increase engagement and deliver targeted communications
- Create monthly and annual activity reports showing social media reach, outcomes and website analytics
- Help with press releases, case studies, photography/video and other media materials as required
- Design and commission marketing materials for use online or as hard copies by working closely with the Space teams.
- Liaise with managers to create responses to media/social media enquiries
- Maintain Space website, ensuring it is regularly updated with relevant information and graphics
- Establish and continually review an annual events calendar to link in with promotion of our services
- Support efforts to increase unrestricted income via public fundraising appeals and campaigns
- Ensure regular two-way communication across the organisation, including staff and volunteers
- Create and maintain a photographic library for use in company materials
- Any other duties deemed appropriate and within your skill set/experience, requested by line manager or Chief Executive

Team work & Behaviours:

- Effectively communicate, engage and inspire staff across the projects, and foster collaboration and team work throughout the organisation
- Work to Space and sector legislative, ethical, policy and procedural requirements
- Understand the requirement for confidentiality in our work
- Care for the work environment to promote effective and harmonious working

- Nurture a culture of kindness; upholding the integrity of Space and living our values – welcoming, fun, creative, bold and trustworthy.
- Continuously monitor your area of responsibility and identify areas for improvement and organisational learning.
- Undertake relevant Continuing Professional Development and training

Line Management, Support and Supervision

- Undertake Support & Supervision, and review meetings with the Relationships and Fundraising Manager.

Person Specification

Knowledge skills and experience	
Minimum two years' experience in a communications environment	Essential
Fully competent and comfortable with the use of Microsoft Office software including Word, Excel, PowerPoint, Outlook and Teams	Essential
Excellent attention to detail	Essential
Ability to use initiative, multitask and organise workload efficiently with minimum supervision	Essential
Excellent English communications skills – listening, writing and speaking	Essential
Previous experience of digital/social media marketing/communications	Essential
Creative thinker able to deliver meaningful communications to varied audiences	Essential
Data gathering and reporting skills	Essential
Experience of Canva, Photoshop or other design software/apps	Essential
Experience of working in the Voluntary Sector	Desirable
Knowledge of WordPress	Desirable
Experience of working on a variety of different campaigns/projects with evidence of impact/change delivered.	Desirable
Knowledge of Google analytics or similar	Desirable
Video/Image recording and editing knowledge	Desirable
Values & Attributes	
Have a can do attitude, be adaptable and ready to take on new challenges	Essential
Have excellent interpersonal skills and confidence to naturally form relationships with a range of people of all ages and walks of life	Essential
Be prepared to live our values and nurture a culture of compassion and kindness	Essential
Be patient and respectful of all people, whatever their background	Essential
Have appreciation for the impact of, and desire to work in, the Voluntary Sector	Essential
Have flexibility around working hours and be willing to work occasional evenings and weekends	Essential