

## Job Description

**Job title:** Marketing & Communications Co-ordinator

**Job purpose:**

1. To deliver Marketing and Communications support to the Community Hub in Oldbury Court, Fishponds to launch our new Hub building and services, to raise awareness, create interest and engagement, secure support, and resources to sustain our work.
2. To develop and deliver regular local communications output, events, campaigns, and support for events and services, and to celebrate our work, in line with Community Hub plans and activities.
3. Assist in building and managing a strong network of local stakeholders, partners, and delivery organisations across the statutory and voluntary sectors with a view to improving engagement and impact.
4. Support comms work across the organisation, including other Hub locations (subject to hours)

**Reporting to:** Community Hub Lead

**Responsible**

**For:** Volunteers

**Based:** Vassall Centre plus some outreach/off-site working

**Salary:** £24,000-£27,000 pa pro rata

**Term:** Part-time (with option for full-time)

**Hours:** 14-35 hours a week (working hours/days can be flexible and may include occasional evenings and weekends)

**Annual Leave:** 26 Days pro rata

**Main activities and responsibilities**

<u>Activities</u>	<u>Description of activities and responsibilities</u>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Administer the Charities’ social media inboxes, ensuring that messages are responded to in a timely manner with accurate information and in line with the Charities’ tone of voice.</li> <li>• Support the Hub Team to build and develop content and add/edit content on the Charities’ website ensuring it’s accurate and reflects our values and brand.</li> <li>• Support with digital marketing communications, including newsletters, websites, and on-line/social media platforms.</li> <li>• Support the delivery of marketing and communications projects of the local Hub and on occasions across the whole Charity.</li> <li>• Support with internal communications across the Charity.</li> <li>• Proof-read and edit blogs and upload to the website and schedule emails to send through Mailchimp</li> </ul>

<b>Marketing Support</b>	<ul style="list-style-type: none"> <li>• Provide support in the development and production of essential marketing collateral including print, promotional materials, and tools in line with Bristol Charities branding guidelines.</li> <li>• Build and manage a library of case studies and photographs for future use.</li> <li>• Support copywriting, production and distribution of key publications including annual report and impact report.</li> <li>• Draft and place editorial features in local papers and through digital platforms.</li> <li>• Design and place adverts for upcoming community/Hub events.</li> <li>• Develop new communications channels/platforms that can increase our ability to engage with the community and give community a voice.</li> <li>• Support outreach work/events with marketing to increase levels of engagement and attendance.</li> </ul>
<b>Monitoring, Asset Management, CRM, &amp; Analysis/Reporting</b>	<ul style="list-style-type: none"> <li>• Assist with performance analytics reports, indicating key learnings and proposed changes to future campaign plans.</li> <li>• Monitor and report performance of activity on social media and an overview of emerging trends, innovative campaigns etc from across wider sectors, reporting back to key internal stakeholders.</li> <li>• Ensure quality management of all social media platforms including ensuring compliance, keeping up to date with new developments and changes to operations for each platform and integration with other systems.</li> <li>• Monitor 'unsubscribes' etc and ensure CRM systems are updated.</li> </ul>
<b>External Liaison, Stakeholder and Local Engagement</b>	<ul style="list-style-type: none"> <li>• To participate in the development and delivery of events within the community, and to actively promote increased involvement with our work and access to our services.</li> <li>• To build and maintain collaborative working relationships with local groups, partners, and colleagues, particularly linking across partner comms platforms.</li> <li>• Build up knowledge of local population, provision, services, and partner organisations and plans.</li> <li>•</li> </ul>
<b>General/Administrative</b>	<ul style="list-style-type: none"> <li>• Be a brand champion and support departments in the successful application of our brand.</li> <li>• Support management of and use of CRM's, ensuring the Charity can fully exploit and effectively manage its stakeholder base.</li> <li>• Manage library of posts and press coverage and report communications output as directed.</li> <li>• To support and attend staff meetings, staff conferences and events as directed.</li> <li>• Work at all times in accordance with all policies and procedures of Bristol Charities including the social media, Equal Opportunities and Confidentiality Policies.</li> <li>• To reasonably undertake any other duties as required by the line manager that are commensurate with the level of the post.</li> <li>• Comply with the data protection regulations, ensuring that information on members, supporters, employees, and volunteers remains confidential.</li> </ul>

## **Person Specification**

### **Knowledge, Skills, and Experience**

- Excellent understanding of, and writing for all social media channels
- Ability to produce regular reports on social media performance.
- Experience of using social media scheduling tools
- Excellent interpersonal communication skills, with the ability to build relationships.
- Excellent written skills for both offline and online channels
- Excellent verbal communications and presentation skills
- Experience of preparing materials for online publication
- Understanding of branding principals and application of these across communications
- Ability to prioritise and deliver high quality work with minimum supervision; able to multitask under pressure.
- Experience of using applications to design marketing materials.
- Experience of creating/editing simple rich media including animations and film clips
- Understanding of the need to maintain confidentiality, complying with data protection legislation.
- Understanding of diversity and representation, particularly in relation to communications and marketing

### **Key Competencies (competencies and behaviours)**

- Ability to meet deadlines and targets, demonstrating ability to achieve challenging targets despite constraints and obstacles.
- IT literate and willingness to embrace new IT systems and technologies.
- Excellent written and oral, verbal, and non-verbal communication skills with the ability to tailor these to the situation and audience.
- Ability to build working relationships with a wide range of stakeholders within the local community, and act as an ambassador of the Charity.
- Good at retaining and or improving record keeping systems.
- High degree of confidentiality and professional etiquette whilst upholding professional boundaries, safeguarding and GDPR frameworks
- Ability to liaise with other agencies in a professional manner and to work in a positive and respectful way with families, friends and carers or other users of Bristol Charities' services.
- Ability to demonstrate respect for difference and diversity and work with people of all backgrounds in a non-judgemental manner.
- Proactive attitude with the ability to demonstrate initiative, self-motivation, and high levels of production.
- A flexible, reliable attitude with good team working skills.
- Willingness to accept coaching, feedback, and guidance.
- Ability to start-up projects and see things through to completion and/or further growth and development.