Job Description

**key information**

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| **Post:** | **Marketing and Communications Senior Officer** |
| **Salary & Hours:** | **18 to 22 hours per week. Can be flexible in terms of how the hours are worked, could be over 3, 4 or 5 days. At least 2 days must be office-based.**  **The FTE salary range is £30,634 to £31,642, dependent on experience.** |
| **Responsible to:** | **Marketing and Communications Manager** |

JOb purpose

**Action for Carers Surrey is a highly regarded, compassionate and innovative charity dedicated to making a positive impact to the lives of Surrey’s unpaid carers aged 5-95. Effective marketing and communications are essential to us achieving our goals.**

The purpose of this role is to work towards the Marketing and Communications team goals of:

* 1. ensuring as many Surrey carers as possible know about us, register with us, sign up to our events/activities, and have a great experience with us.
  2. engaging effectively with our supporters and other stakeholders, particularly Surrey health, social care and education professionals, improving their understanding and support of unpaid carers.
  3. demonstrating the impact of our work, encouraging others to support us.
  4. increasing our brand awareness and ensure people understand what we do.
  5. improving internal communications to support a stronger, more efficient organisation.

mAIN DUTIES AND RESPONSIBILITIES

The main responsibilities are:

**Content creation and management**

* Produce compelling and persuasive content about carers and caring – researching/interviewing where required and writing content, editing it for different audiences and channels including the website, social, press releases, reports, and information and marketing materials.
* Create graphic content using CANVA and other tools.
* Take photographs to illustrate our communications.
* Plan and support both the external production of video, and create (film and edit) short videos.
* Work to, and contribute to, an annual content and comms plan.

**Press and media work**

* Support the handling of both reactive and proactive media enquiries.
* Produce and share press releases and media kits.
* Build and strengthen relationships with local and national media, journalists, and influencers.

**Marketing campaigns and communications**

* Assist in the creation and execution of marketing campaigns, working to the agreed plan, ensuring all activity fits with objectives.
* Identify target audiences and tailor marketing strategies to reach them effectively, particularly considering Surrey’s harder to reach groups (including carers in minority ethnic communities, those who are LGBTQ, in the Gypsy Roma Traveller community and part of the Armed Forces.)
* Design, write, deliver, promote, and evaluate high quality, branded marketing communications.

**Social Media**

* Manage social media accounts, liaising with the Marketing & Comms Manager as required.
* Create and schedule high-quality content that convey key messages and engages and supports all our audiences – especially carers, and professionals working with carers.
* Create and run paid social adverts.
* Monitor and respond appropriately to all communication via our social media channels.
* Provide reports on social media data, and analysis of what types of content is performing best.

**Website**

* Develop new content, including new pages, forms, news items, events listings and carer stories.
* Monitor and update existing content, as required.
* Ensure all content is of high quality, appropriate, accessible, and accurate, and works to brand guidelines. .
* Create, promote, and report on the results of, ACS surveys (via Survey Monkey).
* Support and contribute to the development of team plans and objectives.
* Work closely with all services to ensure that communications work is optimised.
* Attend events, taking photos, and reporting/interviewing as required.
* Keep up to date with best practice in marketing communications as well as carer policy and issues.
* Develop contacts particularly with partners in the NHS, Surrey County Council and Surrey charities.
* Ensure that marketing communications activity is informed by carers’ views and experiences, involving users in communications development as appropriate (via focus groups, surveys etc).

**General**

* Attend and pro-actively contribute to MarComms meetings, individual supervisions with line manager and internal ACS meetings; attend external meetings as required, at times deputising for the Marketing and Communications Manager.
* Ensure all work meets legislative requirements, good practice and is in line with ACS policies and procedures, fits both with organisational and Marketing/Comms objectives, and meets brand guidelines. Understand the responsibilities of the role in relation to confidentiality and data protection.
* Complete other duties reasonably assigned to you.

 Personal Specification

Person specification

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| **Experience** | **Essential or Desirable** |
| Proven experience and understanding of marketing and communications, in particular: | Essential |
| * Content – strong writing and editing skills; experience of creating content in Canva, or similar; experience of video creation | Essential |
| * Marketing campaign planning, execution and evaluation | Essential |
| * Social Media – scheduling (Hootsuite or similar), managing a variety of channels, and analysing results | Essential |
| * Email Marketing – experience of using MailChimp or similar, managing data, creating emails and analysing results | Essential |
| * Website – experience of WordPress or similar CMS, managing and creating content; and experience of reporting using Google Analytics | Essential |
| * Press and Media – experience of media relations | Essential |
| Experience of managing stakeholder relationships | Essential |
| Knowledge and experience of planning, implementing, and developing operational and project plans | Essential |
| Proven competence in Word, Excel, Outlook and PowerPoint and report writing | Essential |
| Experience of working in the 3rd sector | Desirable |
| Knowledge and experience of working with cultural diversity | Desirable |
| Knowledge or understanding of the carers’ landscape | Desirable |
| Direct or indirect experience of caring responsibilities, or a strong affinity with the charity sector | Desirable |
| **Education & knowledge** | **Essential or Desirable** |
| Minimum A Level or equivalent | Essential |
| Degree or professional qualification in English, or Marketing / Communications /Journalism or other related topic, or equivalent work experience | Desirable |
| **Abilities** | **Essential or Desirable** |
| Ability to listen effectively | Essential |
| Excellent written communication skills, working to, and developing where appropriate, tone of voice/brand guidelines | Essential |
| Strong visual/design skills |  |
| Ability to adhere to work plan, to work to deadlines, and prioritise activities, and use time effectively | Essential |
| **Personal qualities** | **Essential or Desirable** |
| Ability to use own initiative and work without direct supervision | Essential |
| A flexible approach to working as a team player | Essential |
| Ability to communicate to staff and external audiences of all types and levels, with patience, calmness and professionalism | Essential |