

JOB DESCRIPTION

Job title	SENIOR MARKETING & COMMUNICATIONS OFFICER
Department	CEO
Grade	TBC
Location	Head Office
Work Relationships	Reports to the Head of Marketing & Communications, works in partnership with all teams throughout the organisation and is a member of the CEO Team.
Job Purpose	<ul style="list-style-type: none"> To contribute and support the Head of Marketing & Communications in developing and delivering Walsingham Support's marketing & communications strategies To be responsible for the day-to-day running of the marketing & communications function within the organisation, providing appropriate support to other departments To carry out all aspects of the role in a satisfactory manner and within the organisation's vision, mission, ethos and values To lead on marketing & communications projects to achieve strategic priorities
Responsibilities	<p><u>Strategy, Policy and Practice</u></p> <ul style="list-style-type: none"> To contribute to and help implement a marketing & communications strategy to provide effective and engaging communication to all audiences To establish and achieve individual objectives in line with organisational strategic aims and priorities To be responsible for the updating and maintaining of the marketing & communications manual and other departmental user guides To provide strategic and operational support for marketing & communications projects including our annual flagship involvement conference To represent marketing & communications and the organisation at relevant meetings and forums both internally and externally To maintain relevant organisational contact data within relevant systems ensuring data remains accurate and compliant To participate in departmental business planning and budgeting To produce reports and statistics as required To train, support and delegate appropriate marketing & communications tasks to members of other teams, volunteers, champions and ambassadors To work with relevant stakeholders on key business development opportunities providing marketing & communications expertise To provide management information and analysis for key performance indicators and strategic priorities To contribute to the development of the organisational priorities To continuously evaluate processes in order to provide efficiencies and improved ways of working <p><u>Communications and Engagement</u></p> <ul style="list-style-type: none"> To build effective relationships across the organisation and within the sector to increase knowledge and understanding in order to engage audiences To confidently ensure that marketing & communications strategies are understood across the organisation To champion marketing and communications across all levels of the organisation To lead on identifying, gathering, creating and distributing meaningful and engaging good news stories, events and announcements to raise the organisation profile locally and nationally To lead, plan and implement organisational multi-channel marketing & communications campaigns To collate and analyse campaign data to ensure effective and proactive future plans To research, test, develop and support suitable communication channels to engage all audiences To gather audience insight to inform processes and procedures To educate, train and promote the use of key messages to provide consistency and recognition of Walsingham Support, the services it provides and the impact it has To maintain, analyse and develop the organisation's presence on our social media channels through continuous evaluation and applying learnings

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	<ul style="list-style-type: none"> • To use tools and internal knowledge to identify opportunities to build brand awareness • To lead on the maintenance and development of Walsingham Support's website and intranet continuously improving user journeys • To support the organisational development of a media presence • To produce and distribute press releases to relevant media outlets • To build relationships with journalists and influencers • To train and support members of other teams to enable development of their marketing, communications and engagement skills • To help build an audience focussed culture where two-way communication is seen as fundamental • To act as the first point of contact for media approaches to the organisation • To monitor the external media environment for both general and specific issues affecting the organisation • To continuously evaluate marketing and communications tasks to ensure lessons learnt are adopted • To lead on organising profile-raising events and support events organised by other teams • To monitor the sector and competitors to remain informed and current • To support any organisational fundraising activity and management as appropriate • To lead on the development of an increased media presence for the organisation • To lead on raising the profile of the organisation's Board of Trustees and Executive Leadership Team through publications, conferences and other channels as appropriate • To provide advice and direction for other teams in relation to marketing, communications and engagement <p>To lead on the submission of appropriate external awards to recognise the Walsingham Support Group as a provider and employer of choice</p> <p><u>Marketing</u></p> <ul style="list-style-type: none"> • To support, advocate, monitor and train on the use of the visual identity and verbal identity throughout Walsingham Support • To lead on the production and distribution of the organisation's collateral including its Annual Review • To provide guidance and support on key organisational publications in accessible formats • To lead on the acquisition of promotional resources • To educate, train and support on the production of presentations for external and internal use • To ensure all marketing material is handled and stored in a manner appropriate to the correct level of confidentiality within organisational guidelines and the Data Protection Act
General	<p>Additional to the above, the post-holder can be expected to:</p> <ul style="list-style-type: none"> • Take responsibility for their job description • Take an active role in determining their development needs and agreeing programmes to meet those needs • In accordance with current legislation; <ul style="list-style-type: none"> (a) to take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts or omissions at work; and (b) as regards any duty or requirement imposed on Walsingham Support or any other person by or under any of the relevant statutory provisions, to co-operate with them so far as is necessary to enable that duty or requirement to be performed or complied with. • Attend staff meetings and training as agreed with the post-holder's line manager • Carry out any other duties that are within the scope, spirit and purpose of the job, its title and are requested by the post-holder's line manager • Attend meetings across the organisation that may involve travel and occasional overnight stays

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Person Specification for Senior Marketing & Communications Officer

This person specification has been drawn up from the job description for this post and describes the knowledge, skills and attributes that are essential or desirable for the job

Criteria	Essential	Desirable
Qualifications & Training (i.e. the level of education & professional development that the job requires)	<ul style="list-style-type: none"> English and Maths GCSE or equivalent, grades A-C Marketing & communications qualification Evidence and commitment to continued professional development 	<ul style="list-style-type: none"> Member of the CIM
Experience (i.e. the quality or quantity of different experiences that the job requires)	<ul style="list-style-type: none"> Minimum 3 years' experience of engaging specific target audiences using multiple channels Writing engaging audience focussed communications for varying channels Building relationships across varying departments with the ability to influence and engage Experience of multi-channel marketing campaigns, both planning and implementation Comfortable in the production and distribution of press releases and media statements Creating, maintaining and developing websites using content management systems Experience of the management and scheduling of social media channels and their content Maintaining and developing online and offline marketing channels Experience of successfully developing and meeting engagement targets 	<ul style="list-style-type: none"> Experience of: <ul style="list-style-type: none"> audience focussed working public relations writing corporate publications working at a supervisory level producing accessible information
Knowledge, skills & competencies (i.e. the specific skills and knowledge that the person is required to bring to the job and the behaviour that is needed for effective performance)	<ul style="list-style-type: none"> I.T. skills including excellent use of Microsoft Word/Excel/Outlook/PowerPoint Detailed and varied experience in various digital channels including social media, email, websites, paid advertising, SEO, etc. Up to date knowledge of best practices and advances in digital channels Exceptional relationship building and maintaining skills including networking High level of use and understanding of social media channels and social media analytics High level of organisational and planning skills Excellent people and time management skills Excellent monitoring, analytical and evaluation skills Excellent written and verbal communication skills Good result and solution focussed skills Good decision-making skills Good level of numeracy 	<ul style="list-style-type: none"> Working knowledge of: <ul style="list-style-type: none"> Google Analytics Adobe Creative Suite Canva or similar software Photography Audio/Video Production Content Management Systems (CMS) Customer Relationship Management (CRM) Systems
General attributes (i.e. aspects of the personality that are required to carry out the post effectively)	<ul style="list-style-type: none"> Ability to produce accurate work and pay attention to detail Ability to work under pressure, prioritise workloads and set/manage deadlines Ability to be creative and innovative Ability to build and maintain relationships at all levels internally and externally 	

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	<ul style="list-style-type: none"> • Ability and willingness to learn new skills • Ability to be assertive, persuasive and proactive • Ability to work to own initiative both alone or as part of a team • Ability to influence providing rationale and evidence • Ability to ask relevant and probing questions to draw out information, benefits and unique selling points • Ability to continuously identify time and cost efficiencies • Ability to represent the organisation in a range of forums and effectively network • Ability to respond to and manage change 	
Other	<ul style="list-style-type: none"> • Ability to adapt role and hours to changing demands of the workplace • Ability to travel to different areas of the country as appropriate • Ability to spend some nights away from home 	

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