

Job description

Department:	Communications and Marketing	
Job Title:	Communications and Marketing Officer	Grade: D
Responsible to:	Communications & Marketing Manager	Date: January 2022
Purpose of job: To develop and deliver targeted, successful and creative Family Fund plans, campaigns, content and evaluations that will drive awareness, income and audience engagement, and contribute to the delivery of organisational objectives. To provide a high level of communications and marketing support and guidance to wide-ranging internal and external stakeholders and teams.		
Duties and responsibilities: Communications and marketing <ul style="list-style-type: none"> • Work with the Communications and Marketing Manager to create, implement and evaluate communications and marketing strategies and campaigns, across all areas of Family Fund's work. • Write audience-focused, engaging and relevant content - news stories, campaign copy, email newsletters, website pages, external articles, press releases, social media posts and articles for publications and other organisations' channels. • Support wide-ranging internal stakeholders with communications and marketing advice and guidance, and targeted plans to achieve their aims and objectives. • Provide editorial guidance, editing and proof-reading to ensure all external content is in line with Family Fund brand guidelines. • Support the evolution of our brand guidelines, particularly language guidelines, working with colleagues to propose and incorporate changes. • Keep up to date with language use externally, particularly related to disability and childhood illness, and advise on necessary changes to guidelines. • Work with other teams to embed brand guidelines into their work as part of editorial process. • Work with the Senior Content and Story Officer to ensure the voices of our beneficiary families remains central to all our external communications. • Provide engaging content for funder reports and evaluations, outlining key achievements and incorporating appropriate family stories that show the impact of the charity's work. • Monitor and measure all communications and marketing activities. • Benchmark Family Fund's communications and marketing activities against wider external organisations, and best practice guidelines. Digital <ul style="list-style-type: none"> • Plan, deliver, monitor and evaluate digital communications and marketing strategies and campaigns. • Support all Family Fund digital channels, including on-call rota. • Create, monitor and measure vibrant digital content, across all Family Fund channels. • Plan, write and evaluate email marketing campaigns and newsletters for target audiences. • Deliver website content and updates as required, working with colleagues to ensure these meet the needs of target audiences and campaigns. • Deliver audience-focused social media content using effective scheduling, monitoring and evaluation tools and ensuring best practice. Support internal teams, answering enquiries on our channels. 		

- Work closely with partner organisations, to deliver collaborative digital content and campaigns, based on audience need.

General

- Have a strong understanding of the context which Family Fund works in, and the political, social and financial context in which it exists, to inform the tone and content of our work.
- Carry out other general communications and marketing tasks that may arise.
- Ensure all family data is used in a way that is consistent with information governance legislation and internal guidelines.
- Deputise for team members at relevant meetings and events, as required.
- Carry out appropriate duties as required by senior management.

Person specification

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	Essential	Desirable
Experience	<ul style="list-style-type: none"> • Writing wide-ranging online and offline plans and content for different audiences, for a public-facing organisation • Experience of editing / proof-reading the work of others • Organisational social media experience. 	<ul style="list-style-type: none"> • Experience in creating digital content.
Skills, knowledge and abilities	<ul style="list-style-type: none"> • Excellent written and verbal communication and presentation skills • Strong digital communications skills • Able to create high-performing content - online and offline • A sound editor and copywriter- able to take a brief and efficiently deliver it • Knowledge of website content management systems and email marketing • Microsoft Office, including Word, Excel, Outlook and PowerPoint skills • Knowledge of social media scheduling and monitoring tools. • Creative and innovative thinking and planning skills • The ability to work independently and as part of a team • The ability to work under pressure, and to deadlines • Proven use of initiative 	
Education/Training	<ul style="list-style-type: none"> • General education to degree level or equivalent 	
Personal attributes	<ul style="list-style-type: none"> • Clear and open communicator • Creative, hardworking and organised • A proactive self-starter • Committed to working as part of a team • Flexible and adaptable • Commitment to Family Fund's values • Commitment to equality, diversity, inclusion and fairness for all • Commitment to safeguarding 	<ul style="list-style-type: none"> • Understands the impact of disability and poverty on family life