

Communications and Marketing - Job description

Role information

Department: Communications and Marketing

Grade: F

Responsible to: Head of Group Communications and Marketing

Responsible for: Communications & Marketing Officers
Communications & Marketing Apprentice

Date: October 2024

Purpose of the job:

Work with the Head of Group Communications and Marketing to assist in leading Family Fund's communications and marketing team including all strategic and operational activity, strategies and channels. Ensure that all activities are integrated and cohesive and support the organisational strategy and objectives whilst driving Family Fund's brand profile and awareness.

Duties and responsibilities

Communications and Marketing:

- Develop, and implement, Family Fund's integrated communications strategies and campaigns across print, on/off-line advertising, e-marketing, social media and websites.
- Horizon scan and proactively identify and develop powerful cross-channel PR opportunities, campaigns and content that focus on targeted audience reach and engagement
- Collaborate with the Digital Manager to use data analysis and interpretation to convert findings into meaningful campaigns and organisational reporting.
- Manage, and drive increased engagement across, Family Fund's channels, using organic and paid for tactics, and report on performance.
- Ensure all content on the Family Fund website is engaging and fit-for-purpose, working with the Digital Manager and other colleagues to monitor and improve page and site performance.
- Ensure communications and marketing work is in line with organisational brand guidelines and key messages,
- Lead communications support and brand guidance for service delivery teams, collaborating to plan activity, refine key messages, and define target audiences.
- Lead on the production and copywriting for Family Fund's marketing collateral, including publications, as requested.
- Provide editorial and proof-reading support to team members and other colleagues.
- Work with the Stories Manager to co-ordinate the collation of feedback on Family Fund's activities and personal stories, ensuring that family voices remain at the heart of our communications.

- Provide expert advice on all communications activity, utilising experience and up-to-date knowledge of best practice and data protection guidance for communications in the third sector and beyond.
- Work with Head of fundraising to drive income generating opportunities through communications and marketing campaigns and wider tactics.
- Ensure all digital and printed content and campaigns are accessible for a wide range of audiences
- Assist with managing media relations and securing coverage that strengthens the reputation of Family Fund and improves brand awareness locally and nationally.
- Assist in identifying the publicity/news value of Family Fund's achievements and developments and promote them accordingly.
- Raise Family Fund's media profile with key audiences and safeguard its reputation.
- Support the organisation with marketing for national and regional events
- Work collaboratively with various colleagues across the organisation to develop and deliver tailored communications and marketing plans for key projects, ensuring KPIs are agreed upon and monitored.

General

- Provide leadership, mentoring, development and support to team members, helping them to plan and deliver work and ensure that their development needs are met.
- Contribute to the planning and management of the department's budget.
- Work with all relevant staff to ensure that communications and marketing functions are joined up and complementary.
- Carry out other general communications and marketing tasks that may arise, including editorial/press release preparation and organisation/attendance at events.
- Carry out other appropriate duties as required by senior management.

Person specification

Department: Communications and Marketing

Job Title: Communications and Marketing Manager

Experience

- Professional experience in communications
- Experience of managing a team
- Proven communications and marketing experience, including channel management
- Solid writing skills for targeted audiences, a keen eye for detail and strong proofreading skills
- Managing a diverse workload to deadlines
- Managing a budget
- Presenting in meetings and working groups

Desirable

- Voluntary or statutory sector management
- Experience in partnership working with other organisations

Skills, knowledge, and abilities

- Excellent written and oral communication skills
- Experience of delivering communications campaigns and activities –on and offline
- Digital marketing and communications experience, including data segmentation, audience and stakeholder development.
- Data analysis and interpretation skills
- Computer literate with strong digital skills, including experience of using content management systems and email service providers
- Networking skills and the ability to influence across the organisation and externally
- Project management skills
- Accurate and high-level document presentation skills
- Ability to work as part of a team, and lead a team
- Ability to prioritise and work to deadlines
- Proven use of initiative and creativity
- Ability to deal with confidential information

Desirable

- Knowledge of accessibility requirements for online and offline content

Education/training

- Degree or equivalent preferably in a communication related subject, or equivalent evidenced experience

Personal attributes

- Self and team motivator
- Clear, open communicator
- Creative and flexible approach
- Proactive developer of people
- Willing to advise and support colleagues
- Helpful and courteous
- Commitment to Family Fund's values
- Commitment to equity, diversity and fairness to all
- Commitment to safeguarding