

Job Description

Job Title:	Marketing and Communications Lead
Department:	Administration and Finance
Salary:	£14.15 per hour
Reports to:	Finance and Administration Manager
Responsible for:	N/A
Role Purpose:	To manage the marketing of the Burton Street Foundation, its public relations strategy and the delivery of social media campaigns ensuring organisational values, ambitions and goals are achieved. This is a central role responsible for developing and implementing a marketing strategy and related communications including use of social media to support events.

Generic Responsibilities:

- Provide a consistent, friendly and professional service
- Contribute ideas and suggestions to enhance the Administration and Finance department delivery and customer experience
- Contribute and support the future development of the Administration and Finance department and functions

Role Specific Responsibilities:

- To manage and edit our website ensuring all information is relevant and up to date
- To manage and grow our existing social networking pages including Facebook, Twitter, Instagram and LinkedIn
- Create attractive visual content for various platforms, with a focus on creating videos and marketable content.
- To develop the Equality, Diversity and Inclusion directives as set out by the business
- To manage the Mailchimp account
- To design and print (where applicable) posters, leaflets, booklets, banners, signs, calendar's, greeting cards, t-shirts etc.
- To design internal/external stationary, marketing materials etc.
- To write news articles and blog posts to raise the profile of Burton Street Foundation
- To design, write and distribute newsletters
- To produce press releases and establish press links
- Uphold our brand through all marketing materials
- Organise large scale events with internal support

- Liaise with external service providers and contacts in relation to events
- To work with a wide range of departments to develop specific marketing campaigns/strategies
- To maximise internal opportunities for advertising
- To develop community relationships
- Take photographs of services and events
- To manage the GDPR policy in place and ensure a photography compliance procedure is adhered to
- Provide administrative and general support to the Administration and Finance team including Reception duties

General Responsibilities:

- Provide cover for colleagues as required
- Be flexible in your approach to work
- The above list is not exhaustive and, as such, it is expected that the post holder will be responsible for related issues commensurate to the level of the role

Person Specification

Job Title	Marketing Co-Ordinator			
Department	Admin and Finance			
(*Essential or Desirable)	Details	E*	D*	Evidence**
Attainment Evidenced achievements eg relevant qualifications (or equivalents), training, membership of professional bodies	Educated to GCSE Level standard or equivalent experience in a relevant area	E		AF + QC + I
	Knowledge of Wordpress or experience of similar content management systems	E		AF + I + OT
Experience Type of experience and specific knowledge required for this job	Excellent written and interpersonal skills	E		AF + I
	Ability to work on own initiative and to work as part of a team	E		AF + I
	Ability to work to a high standard	E		AF + I
	Used to balancing a range of priorities and delivering to deadlines		D	AF + I
	Providing guidance and support to colleagues within a team environment		D	AF + I
	Experience of working in an administrative environment, applying accuracy and attention to detail	E		AF + I + OT
	Computer literate, with excellent keyboard skills and experience of the full suite of Microsoft Office	E		AF + I
	Knowledge of Adobe Creative Suite including Indesign, Photoshop and Illustrator	E		AF + I + OT
	Experience and or knowledge of preparing press releases	E		AF + I
	Experience of taking photographs for use in marketing materials		D	AF + I
	Experience of making and editing videos for use in marketing materials		D	AF + I
Knowledge of HTML, CSS and Javascript		D	AF + I	
Other relevant information	The ability to work flexibly according to the needs of the business	E		AF + I

Eg shift work or weekend working, travel in UK or abroad (state approximate frequency)				
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**** Evidence/Method of Assessment:**

AF = Application Form

G = Group Exercise

I = Interview

In-tray = In-tray Exercise

IT = IT Test

OT = Occupational Test

P = Presentation

PT = Psychometric Testing

Q/C = Qualifications/Certificates