

## **JOB DESCRIPTION**

**Job Title:** Marketing & Digital Communications Executive

**Accountable to:** Head of Marketing, Communications and Business Development

### **Main Responsibilities**

You will support with the development and lead on the implementation of agreed marketing strategies to promote our products, services, and brand, ensuring alignment with charitable objectives and supporting income targets. You will create engaging content for social media, websites, and print materials, working closely with departmental managers across the organisation to ensure it is accurate, compelling and drives growth.

Overseeing social media messaging across all channels, you will ensure it adheres to Age UK's brand guidelines and brand voice. Conducting research to understand market trends, customer preferences, and the competitive landscape, you will provide insights to inform marketing strategies.

You will support with media relations, write press releases, and help at events to enhance public perception, building positive relationships with the media. Planning and executing advertising campaigns across digital, print, and broadcast media, you will develop creative content and track performance to meet marketing goals. Monitoring and analysing campaign performance using analytics, you will work with managers to make data-driven decisions to optimize strategies and impact.

### **1. General Administrative Support**

- Respond to enquiries about marketing and fundraising activities.
- Maintain accurate records of activity undertaken and provide progress updates.
- Assist with proof reading materials prior to publication.
- General administrative tasks to support the day to day operation
- Support with the creation, amendments and updating of the website and any marketing/ fundraising collateral, this includes the Annual Impact Report
- Effectively communicate with Age UK and update the website as required
- Have an awareness of any new marketing and social media technologies

### **2. Marketing**

- Update marketing collateral as necessary.
- Arrange the print and distribution of collateral, liaising internally to establish departmental requirements (this includes booklets, banners & signage)
- Assist in the development and administration of new media and marketing initiatives (websites, e-commerce, third party portals etc.), building positive relationships with external organisations including web designers and developers.

- Oversee and monitor data and analytics such as Google Analytics 4, providing data for reports as required
- Support our retail function, fundraising and other services to promote sales and enhance outcomes. This includes set up, problem-solving, creating and posting on their channels.
- Monitor and analyse competitor activity, keeping up to date with market trends.

### **3. Digital Communications**

- Create engaging written, graphic and video content for the organisation with the oversight of the appropriate manager, regularly posting on all social media platforms and monitoring responses, including responding appropriately to queries and comments.
- Monitor online follower engagement to increase followers, enhance brand recognition and service uptake
- Highlight any negative/concerning comments on social media to your line manager with immediate effect and await their comments before publicly responding
- Organise advertisement campaigns as directed by managers including PPC
- Support with SEO (Search Engine Optimisation) and PPC (pay-per-click) analysis and make suggestions for improvement
- Assist with the management of marketing and fundraising campaigns ensuring that staff, volunteer and public awareness is maximised to enhance campaign outcomes.
- Support Media Champions across the charity, training them on social media basics so they can post on behalf of the charity about their service area

### **4. Media**

- Deal with media enquiries, liaising with all parties necessary to bring about the publicity of the organisation and supporting with the event, as required. This may require working outside normal office hours on occasion.
- Invite media to key events and provide press releases. Be a point of contact and work with them to gain good coverage and sharing of the event
- Monitor media publications and responses to share and enhance reach.
- Keep a list of media contacts and pieces of media each month

### **5. Volunteers**

- Follow the organisation's protocols for the support, training and supervision of volunteers
- Oversee volunteers in the department, making their time productive, effective and enjoyable.

## **Training and Development**

1. Undergo mandatory and departmental training and development as required.
2. Evaluate training undertaken and integrate it into your work programme.

## **Health and Safety**

1. Adhere to AULS&R's Health & Safety Policy and related policies mentioned therein.
2. Where applicable ensure project activities are risk assessed in line with the organisation's Health and Safety policies and procedures.

## **Working Practices/General**

1. As well as the Health & Safety policies and procedures above, adhere to and implement all other AULS&R's policies and procedures as well as the Personal Care Policies if relevant to your role.
2. AULS&R is committed to its charitable aims, and fundraises in order to provide accessible services for the older people of Leicester, Leicestershire and Rutland. AULS&R expects all its employees to partake, when possible, in events which support these charitable aims.
3. AULS&R expects all staff to have basic IT skills to enable them to use the systems within the organisation and have a willingness to embrace new technology as it is introduced. Training will be provided to staff who require it.
4. To undertake any other duties that may reasonably fall within the purview of the job.

**This Job Description sets out the responsibilities of the post at the time it was drawn up. Such responsibilities may vary from time to time without changing the general character of the post or level of responsibility entailed. Variations are a common occurrence and do not of themselves constitute additional responsibilities.**

**Signed:** \_\_\_\_\_ **Date** \_\_\_\_\_

**Please print name:** \_\_\_\_\_