

Age UK Bournemouth, Poole and East Dorset **Job Description**

<u>POST TITLE:</u>	Marketing, Publicity, and Communications Officer
<u>SALARY SCALE:</u>	£ 25870 FTE. £9788(actual)
<u>HOURS:</u>	14 hours per week (2 days/ Mon & Tuesday 9-4)
<u>RESPONSIBLE TO:</u>	Chief Executive and ultimately the Board of Trustees
<u>PLACE OF WORK:</u>	700 Wimborne Road Winton

PURPOSE:

To be responsible for developing and maintaining Age UK Bournemouth, Poole and East Dorset brand identity and working with colleagues to create impactful marketing campaigns which promote the services, activities, and volunteering opportunities of the organisation

Main Tasks

Be responsible for the marketing, publicity, and communication for the organisation, ensuring we are working with Age UK brand guidelines.

To be proactive in your approach to marketing and produce a proposed monthly marketing plan in conjunction with the Chief Executive

To liaise with the line manager monthly to ascertain marketing priorities.

To work within a designated marketing budget as instructed by the line manager, maximising free advertising where possible.

Liaise with the Volunteers Administrator on a monthly basis regarding volunteering opportunities and priorities and advertise accordingly.

To create adverts, marketing materials and communication tools for the organisation

To update our website on a monthly basis, ensuring service delivery information is up to date and relevant.

Create a monthly theme for our website's front page.

To use all our social media platforms to advertise our services, activities and volunteering opportunities.

To produce a monthly marketing theme, looking at Age UK campaigns, and general topics such as promoting dementia week, volunteer's week etc.

Design and send email campaigns using Mailchimp (or similar Platform)

Create automated email sequences (welcome emails etc)

Create and schedule engaging posts, including images, videos, reels and stories across Facebook, Instagram, TikTok, LinkedIn etc.

Liaising with Senior managers & Chief Executive to produce a quarterly newsletter for staff, volunteers and clients.

To produce and send out a monthly organisational update for staff and volunteers to keep them updated on what's happening in the organisation

To write award entries and press releases

Create monthly analytic reports that deliver insights into the progress of our marketing and implement any changes required based on the findings of these reports.

Investigate the process of applying for and implementing Google Ads grant for charities.

Partner with other organisations to promote our services

Explore and implement marketing opportunities utilising video content with a mix of short and long form videos, stories, and traditional posts.

Evaluate marketing platforms.

Create a distribution list for leaflet drops

To create Feedbacks for service delivery

Ensure that our marketing materials are placed in various places within our local area by hand delivering to GP surgeries, community centers etc.

To provide feedback on the three-year marketing strategy

General

To ensure that Age UK Bournemouth, Poole and East Dorset policies and procedures adhered to.

To undertake any other reasonable duties as requested by Chief Executive, Senior Managers or Trustees.

The job description is not intended to be exhaustive. The postholder will be expected to adopt a flexible attitude to the duties which may have to be varied (after discussion with the postholder) subject to the needs of the organisation, and in keeping with the general profile of the post.

Person Spec – Essential

- Knowledge and ability to use social media platforms
- Knowledge of Adobe Creative Cloud
- Knowledge of design software, including InDesign, Illustrator and Lightroom
- Competent in using office 365, publisher and other Microsoft applications
- Ability to Identify and react to relevant, emerging topics
- Knowledge of updating websites
- Ability to prioritise your workload
- Ability to plan ahead
- Excellent written and verbal communication skills
- Be able to collaborate with different departments.
- Attention to detail is a must.
- Confident in following established brand guidelines for design, but also comfortable in using creativity to improve and expand brand identity.
- Very comfortable using technology.
- Strong drive to independently increase knowledge and improve skills.
- Knowledge of basic photography principles, e.g., importance of photo composition.