**AGE UK CAMDEN**

***Striving to be an Equal Opportunities Employer***

# **JOB DESCRIPTION**

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| TITLE OF POST: | **Press and Communications Officer** | GRADE: | **SCp17-21** **£31,786.77 to £34,137.52 pa** |
| HOURS OF WORK P.W.: | **28 or 35 hours** | ELIGIBLE FOR JOB SHARE: | **No** |
| CONTRACT LENGTH | **Permanent** |
| ANNUAL LEAVE: | **27 days per year plus Bank Holidays, pro rata for part time hours.** |
| PENSION: | **Contributory Pension Scheme: Employee – 6%,****Employer – 6%** |
| RESPONSIBLE TO: | **CEO** |
| RESPONSIBLE FOR: | **Volunteers and interns when applicable.** |



Age UK Camden is an independent charity providing varied and complex delivery of services to older people throughout the borough of Camden. This role sits within the Fundraising and Marketing Team, responsible for raising the profile of Age UK Camden within the borough and generating income for the organisation.

The Press and Communications officer will oversee our press and media activity, writing press releases and building strong relationships with local and, where relevant, national media. The post holder will be responsible for producing marketing materials – print and online – for the organisation.

The post holder will be responsible for Age UK website – liaising with colleagues to keep service information up to date, writing and producing relevant news articles and content as needed, auditing and organising existing website content.

The post holder will support the fundraising and income generation areas of work within the organisation including producing communications and materials for aspects such as fundraising campaigns, corporate volunteering and general fundraising activities.



## **Requirements specific to this job:**

1. Deliver all press and media activity. Identify opportunities for press coverage, write press releases and maintain the news section of the website, including writing articles. Build strong relationships with local and, where relevant, national media to maximise the benefit of the AUC brand.
2. Maintain and manage the website – liaising with colleagues to keep service information up to date, writing and producing relevant news articles and content as needed, auditing and organising existing website content.
3. Website review – undertake a thorough audit and review of the website to ensure that it is up to date and functional each year.
4. Produce marketing materials – posters, flyers, social media posts, for colleagues across the organisation. Build strong working relationships and work with colleagues to increase marketing understanding across the organisation. Implement a robust briefing process to ensure materials are produced in a timely manner.
5. Marketing processes and materials – undertake a review and audit of all existing marketing materials, update and improve all materials as needed. Implement a review and refresh process. Create templates where possible, to ensure fast creation of regularly requested materials.
6. To produce social media and email content, writing compelling copy that is relevant to the intended audience. Building strong relationships with all colleagues across the organisation in order to source strong content, including stories, service information and images.
7. Further develop key corporate partnerships and harness new opportunities.
8. Event Management and logistics including partnerships and sponsorship.
9. Work with the wider AUC team to provide the information to support activities including access to services, income generation including bid writing and stakeholder relationships building.
10. Support the Community Fundraiser to administer the Older People’s Advisory Group sessions.
11. To contribute to the production of reports as requested, relating to owned areas of work.
12. Work with Corporate Affairs Manager to deliver the annual Impact Report, including sourcing content, writing copy, design and website placement.
13. To supervise volunteers or interns involved in any of the above.

To carry out general administrative tasks associated with the role, together with responding to telephone and emails and signposting where relevant.

Any other reasonable tasks as identified by line manager.

To attend regular supervision meeting with the line manager

To attend quarterly all staff meetings.



1. The post may involve occasional evening or weekend work, for which time off in lieu can be claimed.
2. Under the Health & Safety at Work Act 1974 and associated guidance, it is the duty of all staff while at work to take adequate care for the health and safety of themselves and of other persons who may be affected by their acts or omissions.
3. Age UK Camden operates a no smoking policy and all staff are required to comply with this.
4. The post holder is required to carry out the duties and responsibilities of their post with due regard to the practical implications of Age UK Camden's Equality and Diversity Policy.
5. All staff are required to work within Age UK Camden's policies, ensuring these are carried out in relation to the job, e.g., Confidentiality, Quality.
6. To undertake any other administrative or facilities duties and responsibilities appropriate to the grade as requested by the Line Manager.
7. To undertake any other tasks commensurate with the skills of the post holder as may be reasonably required by AUC from time to time.