

Job Title:	Marketing Officer
Reports to:	CEO
Hours:	20 hrs per week (flexible workdays Mon-Fri)
Salary:	£11.92 per hour
Location:	Working from our office bases in St Helens and Runcorn, however Age UK Mid Mersey covers the boroughs of St Helens, Warrington, Knowlsey and Halton and as such you may be required to work in any of the boroughs.

JOB PURPOSE

To develop and implement all aspects of Age UK Mid Mersey’s marketing strategy to raise organisational profile, reach more people and build stronger relationships with our audiences.

1. MAIN DUTIES & RESPONSIBILITIES

Website:

- Managing the charity's website as the main Communications portal, ensuring that all content is accurate, up to date and compelling; optimising SEO.

Content:

- Writing engaging content for a variety of audiences that is consistent with brand guidelines. Keeping up to date and informed about all aspects of Age UK Mersey’s work.
- Co-ordinate other supporter communications and direct marketing (e.g. direct mail, e-bulletins/newsletters).

Social Media:

- Planning and coordinating a schedule of activity across social media (e.g. Facebook, Twitter, Instagram and Youtube) and other platforms to expand our social media audience base.

Advertising:

- Coordinating online advertising, regularly reviewing and amending keywords to optimise performance. In addition, you will maintain our presence on third party sites, keeping all messaging current.

Email Marketing:

- Plan and manage a regular schedule of email marketing activity, growing our subscriber base and creating engaging, relevant content including testing to optimise results.

Print:

- To coordinate the production of our marketing and promotional materials in-house for all of AUKMM services and activities, including writing, editorial and proofing. Organising occasional print adverts.

Brand Guidelines:

- To implement brand guidelines and ensure compliance in all areas of work.

Other:

- Actively promote the work of AUKMM within the local community, developing and maintaining relationships with individual supporters, supporter groups and volunteers.

- To represent AUKMM and participate in appropriate external meetings and events in order to remain aware of local, regional and national issues affecting the organisation and development of services.
- Respond to comments and queries from supporters received through various channels (e.g. email, Facebook and telephone).
- Act as a first point of contact for supporters or staff who experience issues with the website or digital media.
- Maintain and develop the marketing strategy for promoting and evaluating charitable services.
- Keeping up to date with the latest trends and best practices in online marketing and measurement.
- Undertaking any other duties commensurate with the accountabilities of the post.

2. SUPERVISORY/MANAGEMENT RESPONSIBILITIES

- Co-ordinate and manage the activities of volunteers in line with AUKMM volunteering policies and procedures.
- Ensure work and programmes are co-ordinated with other planned activity within the organisation.

3. COMMUNICATION AND RELATIONSHIPS

- **Internal:** AUKMM Staff and Senior Leadership Team.
- **External:** Individuals in the community. Stakeholders, partners, Corporate sponsors.

4. MONITORING AND REPORTING

- Monitor, report and analyse results to improve performance, using tools such as Google analytics and others, so that amendments and improvements can be made where appropriate
- Produce monthly reports on progress to Senior Leadership Team.

5. KNOWLEDGE, SKILLS & EXPERIENCE

- See person specification.

6. GENERAL

- To become familiar with, and work within, AUK Mid Mersey's policies and procedures.
- To comply with individual responsibilities in relation to health and safety in accordance with AUK Mid Mersey's Health and Safety Policy and Procedure.
- To attend occasional out of hours in connection with the work of AUK Mid Mersey.
- To work at all times in accordance with the philosophy, ethos and values and principles of the organisation.
- To perform any other such duties, commensurate with the role, as may reasonably be requested.
- Act in accordance with all policies and procedures of AUK Mid Mersey.
- Attend and actively participate in Team Meetings and AUK Mid Mersey full staff team meetings.
- The above list of main tasks in this job description should therefore not be regarded as exclusive or exhaustive.

A member of staff performing this role:

- **Shall be competent to perform their role, shall remain competent to perform their role and shall undergo a regular review of their competence.**
- **Shall accept appropriate supervision based on their skill and knowledge levels.**

Additional duties

This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

It is the nature of the work that tasks and responsibilities are, in many circumstances, unpredicted and varied. All employees are therefore required to work in a flexible way when the occasion arises, so that tasks which are not specifically covered by their job description are undertaken. These additional duties will normally be to cover unforeseen circumstances or changes in work and they will normally be compatible with the regular type of work. If the additional responsibility becomes a regular and frequent part of the employee's job, it will be included in their job description after consultation with the employee.

Probationary Periods

All appointments are subject to a six-month probationary period.

PERSON SPECIFICATION – MARKETING OFFICER

Criteria	Requirements	Essential / Desirable
Experience	<ul style="list-style-type: none"> • Experience of working in a target driven environment. • Experience of managing volunteers. • Experience of effective relationships building both internal and external in a similar organisation. • Experience of raising the public profile of an organisation’s work. • Experience of managing and writing content for a website CMS • Google Analytics and SEO experience • Experience of managing social media campaigns • Experience in a similar role in the not-for-profit sector 	Desirable Desirable Essential Essential Essential Essential Essential Desirable
Knowledge	<ul style="list-style-type: none"> • Knowledge of marketing principles and brand management • Knowledge of effective social media techniques • Knowledge of web design and development • Excellent IT skills using databases, etc. to maximise the use of social media. • Knowledge of, and commitment to, the principles and practices of Equality and Diversity. 	Essential Essential Essential Essential Essential
Skills	<ul style="list-style-type: none"> • Ability to work on own initiative with a strong motivation to get positive results. • Ability to implement communications, marketing and publicity activities in a timely and cost effective manner. • Demonstrated ability in coordinating marketing campaigns involving advertising, public relations, internet, direct mail, event management or sponsorship • Ability to use social media and update websites using content management systems • Experience of overseeing the production of publications such as newsletters or magazines, as well as leaflets and fliers • A creative, innovative and challenging approach to work. • Excellent verbal and written communication skills. • Strong writing skills with ability to produce compelling copy • Proof reading and editorial skills with a good eye for detail. • Excellent interpersonal and influencing skills. • Strong skills in engaging, persuading and motivating others • Ability to work as part of a team and individually • Excellent time management and prioritisation skills 	Essential Essential Desirable Essential Desirable Essential Essential Essential Essential Desirable Essential Essential
Attainments/ Qualifications	<ul style="list-style-type: none"> • Educated to A level / NVQ level 4 or equivalent experience 	Essential
Other Job Requirements	<ul style="list-style-type: none"> • Flexible in approach and willing to work unsocial hours when required. • Motivated, enthusiastic and committed with a ‘can do’ attitude • Participate in training and development opportunities. 	Essential Essential Desirable