**JOB DESCRIPTION**

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| Job Holder: | Signature: | Date: |
| Manager: | Signature: | Date: |

**JOB TITLE:** Marketing Officer

**JOB LOCATION:** The Round House, Ashington

**ACCOUNTABLE AND**

**REPORTING TO:** Head of Charitable Services

**RESPONSIBLE FOR:** All Marketing within the charity

**PURPOSE OF THE ROLE:** To ensure that local older people, representatives and professionals have effective access to the full range of Age UK Northumberland services and up to date information on national and local campaigns associated with AUKN.

The post holder will need to ensure that AUKN’s marketing connects with stakeholders whilst developing the use of social media to achieve the charity’s objectives.

To increase the profile of Age UK Northumberland through delivering and supporting the marketing and publicity of Age UK Northumberland’s projects and services and developing strategic and effective information and communication solutions and business opportunities for the organisation and its associated brands.

To ensure that all information provided about Age UK Northumberland is current, well designed, appropriately targeted and professionally presented and to lead on the development and use of Social Media to enable the organisation to promote our key campaigns and messages.

**THE MAIN DUTIES OF THE ROLE:**

* Develop and maintain effective working relationships with stakeholders (service users, carers, families, staff, volunteers, trustees, commissioners and other professionals.
* Development of the design standards and suite of marketing materials, consistent with the national Age UK’s Brand Hub.
* Be the ‘Brand Lead’ to proof and ensure that all materials are compliant with all nationally and locally agreed marketing principles and standards and to work with Age UK Northumberland’s staff team to ensure the consistent use of brand and style.
* Lead on the development and use of social media to enable the organisation to promote key campaigns and messages
* Writing/distributing press releases and liaising with the media to generate positive coverage in Northumberland and the surrounding areas. Delivery of other creative PR activity. Liaising with board of trustees in the handling of media enquiries and crisis management.
* Work with the Head of Charitable Services on the effective production of Age UK Northumberland’s publications and written external communications which promote the organisation including Age UK Northumberland’s Annual Report.
* Work with Senior and Service Managers Develop Age UK Northumberland’s on and off line communications including regular newsletters, member briefings and websites and organise media press releases, developing and maintaining relationships with media organisations.
* Work with the Community Engagement Officer to maintain a distribution list for all targeted leaflets and materials and to ensure adequate internal supplies.
* Prioritise the production of campaigns and advertising materials, and directly produce or draft for external publishing, using the most cost effective options.
* Ensure The Round House is a shop window for all of the services we provide, including POS materials, updating the television, noticeboards etc
* Evaluate and report on all marketing activities including social media and the Age UK Northumberland website.
* Effectively manage the Marketing Budget with the Head of Charitable Services.
* Collaborate with the Volunteer Co-ordinator on volunteer recruitment, newsletters and event management.
* Work with the Head of Charitable Services and Service Managers to promote their services and support them by providing promotional materials for this purpose.
* Create and manage events including Volunteer Awards, Staff Awards as well as assisting with fundraising events.
* Create a marketing communications plan, including a content calendar.
* Use/update Charity Log to update the marketing database/permissions in line with GDPR
* Willingness to work outside normal working hours on occasion if required and to participate in promotional, fundraising and income generating events, activities and any other duties as may be reasonably required by the organisation.
* Any other duties as delegated by the Head of Charitable Services

**Appendix A – Age UK Northumberland Values**

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| **VALUES:** | Age UK Northumberland has devised a set of values which underpin the purpose, objectives and the day to day activities of those connected with the organisation. As such, employees and volunteers, including trustees, are expected to understand and ‘live’ the values of the organisation whilst undertaking their responsibilities and activities. Examples of ‘values in action’ can be found in application packs and in the performance management policy and documents. |

The AUKN Values below are relevant and can be applied to both the internal and external environment.

**Respect & Empathy**;

**Empower**;

**Trust & Integrity**;

**Inclusion**;

**Community**;

**Values in AUKN Behaviours**

We pride ourselves on:

**Showing consideration for all;**

**Being motivated to make a difference and promoting independence;**

**Always seeking to do the right thing;**

**Embracing difference;**

**Building connections;**

**Delivers Service Excellence**

**Appendix B – Person Specification**

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| **PERSON SPECIFICATION** | **ESSENTIAL** | **DESIRABLE** | **ASSESSED BY** |
| **EDUCATION** | Marketing degree or other equivalent and relevant qualification |  | Application form |
| **EXPERIENCE** | At least 1 years experience in a relevant Marketing role  Confident and competent in using a wide range of I.T. programmes and packages  Experience of using social media as a marketing and communication tool and understanding of online content  Experience in public relations and press contacts in Northumberland  Experience and passion of organising events  A knowledge and understanding of the needs of older people and issues which affect them |  | Application  Form  Interview |
| **SKILLS/ATTRIBUTES** | A high level of interpersonal skills and the ability to work effectively with a range of different people  Customer focused  Commercially aware  Basic design skills  Ability to think creatively, be able to come with innovative, imaginative and engaging ideas and to plan and think and work on own initiative  Ability to update and content manage the website  Ability to populate databases linked with an understanding of data protection principles | Production of ICT and printed media | Application form |
| **OTHER RELEVANT FACTORS** | Able to work some unsociable hours  Current driving licence  Car owner-driver |  |  |