

JOB DESCRIPTION

August 2021

JOB TITLE:	Ageing Well Marketing & Communications Co-Ordinator
CONTRACT TYPE:	Permanent
JOB PURPOSE:	To support and develop the Ageing Well & Falls prevention service across Somerset and North Somerset
ACCOUNTABLE TO:	Ageing Well Manager/Falls Prevention Manager
RESPONSIBLE FOR:	This post does not carry line management responsibilities
LOCATION:	Taunton (hybrid working considered)
NORMAL HOURS:	Part-time: 18.5 hours per week. Working pattern to be agreed (within the normal office hours for Age UK Somerset (9am – 5 pm Monday to Friday).
TRAVEL:	The nature of the job may require travel around the beneficial area and occasionally beyond. If it is required, then it is the post holder's responsibility to hold a valid driving licence and provide a roadworthy vehicle with business mileage insurance. Travel expenses are paid at an appropriate rate

MAIN DUTIES:

- Promote the Ageing Well and Falls Prevention programmes and develop partnerships to promote all activities of these services (including Active Befriending)
- Build relationships with media (i.e. radio) and investigate potential for sponsorship from organisations (i.e. suppliers)
- Identify areas for promotion and marketing i.e. GP Surgeries, mobility shops, garden centres, older peoples groups etc.
- Assist management team in monitoring class numbers and targeting promotion where needed
- Research and write targeted press releases and articles
- Produce Ageing Well and Falls Prevention Newsletters
- Assist with distribution of posters and other materials
- Maintain a database of suitable areas for promotion ie Parish Newsletters, websites, 'what's on' and community social media pages
- Provide planning, content & support for Ageing Well & Falls prevention Social Media communications. Work alongside the central Marketing & Communications Team to ensure timely posts/update to both social media and the website
- Help celebrate funding successes and impact
- Produce impact reports and infographic reports as required
- Assist the Ageing Well team with promotions, communications and marketing as required

QUALITY:

- Produce all documentation to the professional format and standard required by the organisation
- Ensure all requested reports are delivered on time
- Maintain an efficient filing and archiving system in line with organisation protocols
- Participate in evaluations and outcome monitoring, as relevant

COMMUNICATIONS:

- To be jointly responsible for local promotional activity of the Programme
- Communicate efficiently and effectively with all colleagues and volunteers

ADMINISTRATION:

- Keep accurate records and to provide reports as requested by your line manager

- Store, maintain and communicate data in accordance with the organisation's data protection and communication policies
- To provide own administrative support
- Ensure effective use of telephone or electronic equipment and use in accordance with the organisation's policies and procedures

FINANCE:

- Work within the allocated budget and work to achieve service/funding targets, supported by the Ageing Well Manager
- Maintain accurate and up to date records of expenses incurred in carrying out this role and present valid records of expenses, with receipts as necessary, on a monthly basis

RELATIONSHIPS

- To maintain close links with the Team and to build and promote consistency for the Age UK Somerset Ageing Well 'brand'
- Develop and maintain good working relationships with Organisers of OP Groups, VCSE groups and other key agencies promoting activities and motivating individuals
- Work alongside the Volunteering & Communications Manager
- Encourage referrals into the Service

GENERAL

- Comply with the Statement of Responsibilities, as set out in the organisation's Health & Safety Policy.
- Comply with the Data Protection Policy and Guidelines for staff and volunteers
- Keep up to date with current trends of service provision, current practice and matters concerning older people by reading, attending courses and conferences etc.
- Represent the organisation at meetings, conferences and events where appropriate.
- Work alongside colleagues to ensure full compliance with quality standards
- Undertake any other duties as requested by and agreed with your line manager

EQUAL OPPORTUNITY

Age UK Somerset is committed to work towards equality of opportunity. The post holder will be expected to work within this context.

NOTE – This Job Description may be changed at any time with the agreement of the post holder to meet changed circumstances.

PERSON SPECIFICATION

Ageing Well Marketing & Communications Co-Ordinator

EDUCATION/TRAINING

- Essential:**
- Good standard of education
 - PR/Marketing/Digital qualification
 - Creative Writing Training

KNOWLEDGE/EXPERIENCE

- Essential:**
- Experience of producing publicity material
 - Experience of a role within an office environment
 - An understanding of the benefit of physical activity for older people
 - Experience of digital marketing techniques and social media

- Desirable:**
- Experience of working in a similar role
 - Knowledge of local media providers
 - Understanding of the legislative and policy context in which Age UK Somerset works
 - Awareness of older people's communication/accessibility issues
 - Experience of working with and supporting volunteers

SKILLS AND ABILITIES

- Essential:**
- Excellent attention to detail
 - Ability to gather, record and analyse statistical information
 - Excellent communication skills, both written and verbal
 - Confident in dealing with people with effective interpersonal skills
 - Ability to use IT appropriately and in line with procedure
 - Proficient in using MS Office, to include Powerpoint and Publisher, and database systems to the required standard
 - Ability to work independently and as part of a team, using initiative

GENERAL

- Essential:**
- Commitment to Age UK Somerset's charitable aims and core values
 - A flexible and positive approach
 - A commitment to continuous improvement
 - A commitment to provide an excellent service
 - Empathy with the needs of older people
 - A current driving licence and access to a motor vehicle with business insurance

- Access to a reliable, effective broadband internet connection and reasonable workstation if working remotely at home