



## Job Description

<b>Job Title</b>	<b>Communications and Marketing Executive</b>
<b>Salary</b>	£28,500 per annum, pro rata. Actual annual salary £9,200
<b>Hours of work</b>	Part-time, 12 hours per week
<b>Working pattern</b>	To be discussed at interview
<b>Place of work</b>	67 High Street, Thornbury, South Gloucestershire BS35 2AW
<b>Annual leave</b>	25 days annual leave (increasing to 28 after 3 years' service), plus public holidays, all pro rata
<b>Status</b>	Fixed Term Contract for 1 year with the potential for extension

### **Job Purpose**

The Communications and Marketing Executive will play a key role in delivering Age UK South Gloucestershire's strategic priorities by leading effective, audience-focused communications that increase awareness, grow engagement, and support sustainable income generation.

The role will ensure our services, impact and need are clearly communicated to the community, supporters and partners, helping to expand our reach, strengthen our brand, and enable the organisation to support more older people earlier, preventing crisis and reducing loneliness.

Through compelling storytelling, targeted campaigns and strong digital presence, the postholder will connect people to our cause, support fundraising growth, and position Age UK South Gloucestershire as a trusted and visible organisation within the local community.

## Responsible to

Chief Executive Officer

## Contacts

The post holder will build positive relationships with funders, partner agencies, Age UK National, service users, and the wider staff team within the organisation.

## Key Responsibilities

### **Campaigns & Marketing Delivery**

- Plan and deliver integrated marketing campaigns to promote services, fundraising appeals and community engagement

### **Fundraising & Income Generation Support**

- Work closely with the fundraising team to develop and deliver communications that support income growth

### **Digital & Social Media**

- Manage and grow social media channels, increasing engagement and reach

### **PR, Media & External Profile**

- Draft press releases and build relationships with local media

### **Email & Supporter Engagement**

- Develop and deliver email marketing campaigns and newsletters

### **Internal Communications**

- Support internal communications to ensure staff and volunteers are informed, engaged and aligned

### **Monitoring, Evaluation & Insight**

- Track and report on communications and marketing performance (e.g. engagement, reach, conversion)

## General Responsibilities of all staff members

- To ensure that all administration protocols and procedures are efficiently undertaken.
- To attend supervision sessions & other meetings as required by the CEO.
- Maintain a commitment to professional development through a combination of both formal and informal methods, including attendance at mandatory training and meetings as directed.
- Uphold the highest standards of personal conduct in all matters relating to the role, working within all policies and procedures of AUKSG.

## Other Duties

This job description is intended as a guide to the general duties required of the post. The post holder may be required to undertake training and perform duties other than those given in the job description. The duties and responsibilities attached to posts may vary from time to time. Such variations are a common occurrence and would not justify the re-evaluation of a post. Where a permanent and substantial change in the duties and responsibilities occurs, then the post would be eligible for re-evaluation.

## Disclosure and Barring Service (DBS)

This post is subject to a satisfactory Enhanced Disclosure and Barring Service check, which will disclose all relevant cautions, reprimands and warnings as well as convictions. In addition to completing this application form, you are required to provide us with details of all spent and unspent convictions. Please send this information to us under separate, confidential cover to the Chief Executive Officer. Remember to include your name, address and the position for which you are applying. We guarantee that the information you provide will be used fairly and will only be seen by those who need to see it as part of the recruitment process.

A criminal record will not necessarily bar you from the advertised position. This will depend on the nature of the position and the circumstances and background of your offences. However, failure to reveal this information could lead to the withdrawal of an offer of employment or disciplinary action.

## Equal Opportunities

All employees have a responsibility to understand and abide by the obligations laid down in the organisation's equal opportunities policies.

**Health and Safety**

All employees have responsibility for their own health and safety and for that of others who may be affected by their acts or omissions. Staff members are required to adhere to all health and safety regulations, guidance and procedures at all times.

**Confidentiality**

All employees are expected to respect confidentiality in relation to Age UK South Gloucestershire business, client and service user data.

## Person Specification

### Essential Criteria

- Proven knowledge in a communications, marketing, or digital role
- Strong writing and storytelling skills (ability to adapt tone for different audiences)
- Experience managing social media platforms (e.g. Facebook, LinkedIn, Instagram)
- Ability to plan, create and schedule engaging content
- Strong organisational skills with the ability to manage multiple priorities and deadlines
- Good attention to detail and accuracy
- Confident using digital tools (e.g. CMS, email platforms, basic analytics)
- Strong interpersonal skills and ability to work collaboratively across teams
- Ability to work independently and take initiative
- Understanding of branding and consistent messaging
- Commitment to the values and mission of Age UK
- Commitment to the aims, objectives and policies of AUKSG.
- Commitment to promoting and supporting equal opportunities & diversity.
- Willingness and ability to travel as required.
- Willingness to work occasional evenings and weekends.

### Desirable Criteria

- Experience working in the charity or public sector
- Experience supporting or delivering fundraising campaigns
- Basic design skills (e.g. Canva, Adobe Creative Suite)
- Experience with email marketing platforms (e.g. Mailchimp, Dotdigital)
- Knowledge of website management (e.g. WordPress)
- Experience writing press releases and working with media
- Understanding of accessibility and inclusive communications
- Experience using CRM systems (e.g. Donorfy, Salesforce)
- Ability to analyse performance data and optimise campaigns
- Experience capturing content at events (photo/video)