Marketing & Social Media Coordinator

JOB DESCRIPTION

Job Title:	Marketing & Social Media Coordinator
Salary:	FTE £30,000 per annum (to be pro-rated)
Hours:	15 -17.5 hours per week (between 9-5, Monday-Friday)
Contract:	Permanent (with a six-month probationary period)
Location:	Wandsworth and surrounding areas (this is not a remote role)
Reports to:	Chief Executive Officer (CEO)

Context

Age UK Wandsworth is a local, independent charity that works to promote the wellbeing of all older people in the London Borough of Wandsworth. We offer a variety of services with the goal of helping older people to #AgeWellinWandsworth. Our charity is consistently growing, so we are creating this new role to support our CEO with social media and marketing.

The role will suit someone who is calm, emotionally mature, professional, organised and creative. You will be a self-starter and able to prioritise your own workload carefully. You will be comfortable working with a wide variety of people from different backgrounds, including collaborating directly with a creative and curious CEO who is committed to transforming the charity's online presence.

Responsibilities:

1. **Take full responsibility for developing social media** on all the charity's channels. Our CEO has made a good start but does not have the capacity to develop our brand any further, so you will need to have excellent social media skills to embrace this exciting opportunity to take over from her and develop this area to its full potential.
2. **Create relevant content for social media, website and marketing collateral** that is engaging and attracts a variety of stakeholders (e.g. clients, volunteers, donors, funders, corporates) to the charity. The variety of services that we offer means that we have an enormous wealth of content opportunities at our fingertips, so we need someone who enjoys filming, editing and online engagement.
3. **Ensure that the website is always up to date** and provides accurate and interesting information to a variety of stakeholders. You will, therefore, need to be confident working at the back end of a website, as well as using SEO. Our service coordinators will give you content about their services and you will take responsibility for developing our News page so that it really showcases the charity's expertise and thought leadership.
4. **Develop email campaigns** so they reflect our charity's excellent work and wide array of offerings in an attractive, informative newsletters, moving from a monthly (current situation) to a weekly organisation mailout (by July 2027 latest). Your grammar and punctuation will be outstanding and your engaging, well-written copy will drive clicks, conversions and donations.
5. **Collect, monitor, analyse and report on data** from social media, website, newsletters and any other campaigns to help us improve and develop. You will be confident preparing monthly reports that highlight figures, trends, successes and development needs and

presenting these in a useful, easily digestible format to the CEO and to trustees in our Committee meetings.

6. **Develop marketing collateral** (we mainly use Canva Pro), such as posters, brochures and impact reports, responding to requests for support from the team to promote services, news and events. Ensure other staff creating their own marketing collateral stay within our brand guidelines.

Duties:

1. Take responsibility for developing own knowledge in all areas within the organisation and participate in any training opportunities available.
2. Suggest new and/or innovative campaigns and areas for improvement for the marketing of the charity.
3. Liaise with and work closely with other teams and members in our Head Office and at our Day Centre. It will be vital to learn and understand what we do every day to be successful in this role, so communicating with the team is essential.
4. Train other staff to create content to upskill colleagues as well as to help provide cover for your annual leave or when you cannot attend an event or activity.
5. Attend and carry out the administration for Committee meetings with trustees.
6. Understand and work within our Age UK brand partnership legal agreement but further establish Age UK Wandsworth's individual identity and voice ensuring that this is communicated both within the charity, across the borough of Wandsworth and beyond.
7. Work within all Age UK Wandsworth's policies and procedures, ensuring these are carried out in relation to the role. Data and confidentiality will be a key part of this role.
8. Attend staff meetings and actively participate and constructively respond to regular supervision, feedback and training.
9. Carry out any other administrative tasks that may be relevant to the role, as required to support the charity and the CEO.

Please note:

- This job description will be reviewed on a regular basis and may be subject to change, particularly as the needs of the charity and our services change.
- This role is subject to an enhanced DBS Check.
- There will be travel around Wandsworth and neighbouring boroughs, e.g. between sites, attending meetings, etc, so the postholder will need to be able to navigate public transport independently.
- There is also an expectation that you will do the occasional evening or weekend work for the events you are promoting.

PERSON SPECIFICATION

Knowledge, Experience, Skills and Abilities

Essential

1. Excellent IT skills, oral and written communication skills, and attention to detail are essential for this role. A great communicator, excellent listener and amazing storyteller. You must be able to edit your own work for spelling, punctuation, repetition, etc.
2. Expertise on social media (Facebook, Instagram, LinkedIn, TikTok, YouTube) and content creation.
3. Knowledge and experience of social media scheduling platforms, with SEO, with databases, and the back end of websites.
4. Experience of developing and managing fundraising campaigns, events and working with corporate partners.
5. Experience of using 365 and Microsoft Office packages and the confidence and ability to quickly learn how to use any new tools or packages. We are expecting someone to join us with the necessary IT skills and experience for this role, rather than learn on the job.
6. Ability to use initiative and independently organise, prioritise and plan a diverse workload to meet deadlines, especially when you are planning and delivering events for the organisation.
7. Comfortable to shift between working independently and as part of a team, as required.
8. Understanding of working with confidential data and a commitment to the principles of GDPR.
9. Ability to develop and maintain efficient administrative records, for example, donor, events, and income generation information.
10. Must be self-reflective and able to receive feedback calmly and objectively and then adjust work as necessary.
11. A friendly, open personality with the capacity and emotional maturity to be flexible, manage change, and proactively use initiative when faced with challenges encountered in a very busy environment.
12. Calm demeanour when interacting with a variety of stakeholders and have a good sense of humour when working with our clients due to specific needs that arise from dementia.

Desirable

1. Experience of supporting and/or working with older people, adults with disabilities and adults with dementia is desirable, but you will receive plenty of training in this area.
2. Experience of working with senior leaders in an organisation.
3. Ability to confidently represent the organisation and communicate professionally.