

Job Description

Communications & Marketing Executive

Responsible to: Head of Marketing & Engagement

Brief overview of the role: The Communications and Marketing team's purpose is to lift the AUKWSBH brand, tell our story in a planned, audience driven way and deliver strategic, engaging communications.

This role will focus on providing a broad range of communications and marketing support to our internal and external customers, building awareness of AUKWSBH to our clients, supporters, professionals and funders across all marketing channels.

Main duties:

Content Creation:

- Write, edit, produce content for internal and external audiences across various channels including websites, social media, staff news, Impact Report, Connect, press releases and marketing materials.
- Co-ordinate all social media channels and content to build brand awareness and maximise engagement.
- Deliver a range of audience led content formats that are accessible to older people and support AUKWSBH to grow our reach.
- Create content to support wider team projects including HR, Services, Operations.

Planning & monitoring:

- Support in the development of the Marcoms Yearly Calendar, initiating ideas for key moments across the year and feed in from Age UK National in liaison with the Fundraising Team, COO and CEO.
- Provide supporting data for KPIs monthly and wider reporting for the Board/CEO.

Collaboration:

- Respond to marketing requests in Communications Inbox daily.
- Collaborate companywide on marketing projects to align with charity objectives.
- Acting as a first point of contact for media enquiries, signposting accordingly.
- Dealing with 3rd party content and marketing requests including logos, imagery etc.
- Support the Fundraising team to produce content & imagery for funding applications, brochures, leaflets as well and digital content for website, social and 3rd party platforms.
- Using all methods of marketing to support the Head of Marketing & Engagement and Fundraising Team to provide an excellent customer and supporter journey.
- Helping plan and promote events as part of the overall Marcoms Calendar.
- Ensure that confidential data is managed in line with GDPR and within relevant organisational policies and procedures.
- Use all appropriate methods of communications and marketing to support the customer and supporter journey.

Project management:

- Create a bank of Story Tellers from services case studies using the Age UK template and seek necessary permissions.
- Project manage updates to marketing templates and photo library including necessary permissions.

To undertake any other duties appropriate within the role as may reasonably required by AUKWSBH.

Governance To adhere to all health and safety, and legal requirements in line with AUKWSBH policies and procedures including monitoring and taking appropriate, prompt action to ensure compliance.

- To ensure data and administrative processes are adhered to in line with AUKWSBH policies and legislation of the Data Protection Act 2018.
- To regularly and accurately update Charity Log and provide statistical and monitoring information as required.
- To attend/undertake relevant and mandatory training as required.
- Monitor hazards and risks and implement relevant organisation processes including but not restricted to: Health & Safety, HR, Information Governance and GDPR and reputational risk.
- To help deliver the objectives as set out in the organisational strategic plan.
- To adhere to all other organisational policies and procedures.
- To undertake any other duties appropriate within the role as may reasonably required by AUKWSBH.

Key contacts and relationships ELT and Leadership Team, IT & Data Team, Fundraising and Marketing Team, Locality Teams, clients, all services, staff and volunteers, external organisations and partners and regional media.

Equality, diversity and inclusion

AUKWSBH is committed to anti-discriminatory policies and practices. It is essential that the post holder makes a positive contribution to their promotion and implementation.

Scope of job description

This job description reflects the immediate requirements and responsibilities of the post. It is not an exhaustive list of the duties but gives a general indication of work undertaken which may vary in the light of changing demands and priorities. Substantial changes will be carried out in consultation with the post holder.

Person Specification – Communications & Marketing Executive:

| Experience | Essential | Desirable |
|---|------------------|------------------|
| Experience of working in a customer facing environment | * | |
| Experience of completing multiple tasks by managing own workload | * | |
| Experience of problem solving and escalating where appropriate | * | |
| Experience in managing projects | * | |
| Experience of updating in house databases | * | |
| Experience in creating content for wide variety of assets including campaigns and other marketing promo both on and offline for different audiences | * | |
| Experience of supporting projects in either, health, education, social services, community and /or voluntary sector | | * |
| Knowledge/qualifications | | |
| An understanding of, and interest in older people, their situations and the opportunities they may want and/or need | * | |
| A basic understanding of sustainability to help deliver effective and focused services that also minimise environmental impact | * | |
| Understands the adult social care environment and how we can best add value | | * |
| Understanding of the local political environment and the integration with health | | * |
| Skills | | |
| Excellent writing and proofreading skills | * | |
| Excellent communication skills, verbal and written. The ability to communicate well with diverse individuals and in a team environment | * | |

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| Good IT skills, including use of Microsoft 365 suite, CRM systems, Canva (or similar), social media platforms (Facebook, Instagram, Tik Tok, LinkedIn & Twitter) and website updates using WordPress (or similar), Hootsuite, Mailchimp and Adobe Packages | * | |
| Good relationship management skills | * | |
| A 'can do' positive and professional attitude that can flex and adapt to change and challenges | * | |
| Good presentation skills | | * |
| Other requirements | | |
| Commitment to AUKWSBH's vision, mission and values | * | |
| Ability to travel on occasion to different locations including other AUKWSBH sites | * | |
| Understanding of and adherence to organisational Code of Conduct, supporting positive change across the charity | * | |