

## Job Description and Person Specification

# Communications and Marketing Officer

<b>Location</b>	St Edmunds Office, York. YO10 4UX, Flexible hybrid office and home working	<b>Reports to</b>	Business Development Manager
<b>Hours</b>	35 hours a week  Part time weekly hours available with minimum of 24 hrs.	<b>Working pattern</b>	Monday-Friday. Flexible hours will be considered.
<b>Contract term</b>	Permanent	<b>Type of role</b>	Communications
<b>Direct reports</b>	Volunteers	<b>Holidays</b>	5 weeks and 1 day plus bank holidays
<b>Band</b>	3	<b>Salary</b>	£23,687 (FTE) £12.98 per hour

## Context

We are Age UK York, a local independent charity which exists to support the older people of York and those around them. For over 50 years our team of staff, volunteers and supporters have enabled our charity to be there when needed and together realise our mission in making a positive difference to the lives of the older people of York.

Age UK York is committed to diversity, equality and inclusion. Through our recruitment we aim to build a diverse workforce, one that represents the communities we exist to help, and which brings a variety of perspectives; so that together we are best able to support older people in York.

## Purpose of the role

This is an exciting new role offering a wide scope to make a vital contribution to the mission of our charity through the planning and delivery of an effective and action orientated marketing and communications strategy.

The Communications and Marketing Officer will create and deliver targeted marketing initiatives to increase our profile leading to increased awareness, and engagement. We are seeking to drive reach, leading to greater access to our wide range of services.

The role will work as part of our collective approach in delivering our charity's sustainability priority, including strengthening our income generation, directly supporting the ongoing funding of Age UK York's service provision on which so many depend.

The Communications and Marketing Officer will develop, monitor and adapt the charity's communications and marketing strategy to deliver against our shared ambitions and ensure we are communicating effectively and efficiently. The role will manage all forms of marketing and communications including; our website, social media, copywriting, printed and digital communications, campaign management, communicating with press and media and internal communications.

The role will work alongside both internal and external stakeholders in forming and delivering a coordinated approach with collaboration across our teams at Age UK York. The role will represent the charity – and in support of our collaboration and networks – by engaging across a wide array of partners including private, public and third sector, communities, media, funders and more in promoting Age UK York and our messaging to our range of core target audiences, including:

- > Older People and those around them
- > Service users
- > Local communities
- > Professional partners
- > Local businesses
- > Local, regional and national media.

The voice and needs of older people and those around them are at the heart of our charity. The role enhances this focus by supporting the effective and sustained engagement between our charity and a range of stakeholders – including individuals, communities and partners – in shaping our services and co-designing with older people themselves in shaping our trusted services and informing decisions both now and into the future.

## **Responsibilities**

As a valued member of the team, the role will help Age UK York to achieve its mission through communicating, marketing and engaging across internal and external networks.

The role's responsibilities will include, but are not limited to:

### **Development of our communications and marketing approach, systems and processes at Age UK York to achieve our priorities:**

- > Develop and manage systems and processes for communications activities and ensure these are followed (e.g. for the development of publications, website updates and wider portfolio).
- > Act as brand guardian and champion, providing guidance, training and support across our charity to ensure all content and messaging is high quality and consistently on-brand.

- > Maintain a document management system of communication materials.
- > Monitor the performance of Age UK York communications; measuring success across a range of parameters, to inform and improve our performance: including media analytics, website and effectiveness and more.
- > Support the development and implementation of the Age UK York's communications and marketing strategy.
- > Establish and implement effective internal communications, working alongside the media and marketing working group.
- > Align our charity and deliver against timed events including awareness events, campaigns and local initiatives including those impacting older people including community, political and emergency events.
- > Create and draft all internal and PR; proactively engaging with all core target media partners, to represent Age UK effectively. This will include driving relationships proactively; responding to enquiries via timely and accurate press releases supported with multimedia assets as required.
- > Support the identification, preparation and support to designated spokespeople within Age UK as required.
- > Support the collective focus on data collation and analysis, including the evaluation and impact of marketing and communications initiatives.
- > Develop and manage a volunteer team supporting our collective communication and marketing efforts, including our involvement and hosting of events.
- > Work with colleagues across our charity in support of our collective ambitions and the role of communications, marketing and wider campaigning and influencing.

**To directly support the communications elements of Age UK York projects (e.g. digital marketing, events and publications).**

- > Support and manage the development and delivery of project-level communications plans. This includes designing and producing website and social media content; managing publication development and dissemination; and supporting the delivery of events and other stakeholder engagements.
- > Coordinate the development and engagement with our supporters and wider audiences, including clients and the wider public to drive feedback, including the creation and support of our new client advisory group.
- > Write high quality, compelling copy in a range of styles, primarily for social media, websites and press releases.
- > Work with external photographers, graphic designers and printers to commission and produce content to strict deadlines including newsletters, graphics, videos etc

**Build a strong external presence and awareness of Age UK York and our work.**

- > Develop and own all communications channels to ensure key audiences are being reached through email (e.g. mailing list), social media, the website, and other channels.
- > Design and produce content for use including for both digital and non-digital platforms including social media, website, email and printed channels.
- > Be responsive to/support the management of media requests and the development of a network of media contacts.
- > Act as a point of contact between Age UK York and our national Age UK network together with fellow brand partners, to
  - Work in conjunction with the national Campaigns team on collective efforts in realising our ambition to amplify the voice of those we exist to support by speaking up for local needs and strengthening the voice of older people in York and our influencing role as a charity and alongside others.
  - Work with the national communications team, including story colleagues, to mutually enhance both organisations and our wider network.

**To maximise potential for income generation to support our charity's local work from community and corporate through digital means and engaging in community events.**

- > Work as part of collective approach in delivering our income generation plan and connections across Age UK York and with supporters and communities.
- > Support retail colleagues to develop our visible shop presence and associated promotion including fundraising and campaign materials together with support to the success of our online and high street presence.
- > Work in support of our charity's delivery of events and promotion of fundraising opportunities including community, corporate and legacies.

**Other Duties**

- > Training and awareness raising to colleagues, including staff and volunteers, to ensure good communication, media and marketing practices and understanding to benefit the organisation
- > To be an ambassador for the Charity, positively promoting the organisation.
- > To work occasional unsocial hours as required in support of our work.
- > To undertake such other duties as may reasonably be required.

*This job profile is an outline of responsibilities and will be reviewed with the postholder in light of the evolving needs of the post and Age UK York.*

## **Our Vision and Values**

The post holder will uphold and champion our vision, mission and values.

### **Our Vision:**

York is an age friendly city where older people are able to enjoy a life of quality, opportunity, and dignity.

### **Our Mission:**

We make a positive difference to the lives of the older people of York.

We do this by putting them, and the people around them, at the heart of all we do, helping older people feel connected, respected and listened to. We work with partner organisations to improve the quality of later life providing effective, timely support for those who need it the most.

### **Our Values**

We are:

- > Bold and Innovative
- > Caring
- > Collaborative
- > Inclusive and Mutually Respectful
- > Responsive

## Person Specification

Category	Essential	Desirable
1. <b>Education, qualifications and training</b>	<ul style="list-style-type: none"> <li>• Educated to A-Level (or equivalent by experience).</li> <li>• Previous relevant experience working on communications and/or marketing.</li> </ul>	<ul style="list-style-type: none"> <li>• Qualifications in PR and Marketing.</li> </ul>
2. <b>Knowledge and skills</b>	<ul style="list-style-type: none"> <li>• An in depth understanding of marketing.</li> <li>• Broad insight and understanding of current issues affecting Marketing and Communications within the sector.</li> <li>• Demonstrable track record of successful PR, Marketing and Communications activity with expertise in brand building and communication.</li> <li>• Excellent IT skills including experience of working with the main business applications of Microsoft Office (or similar) and creative software for communications and / or marketing purposes.</li> <li>• The ability to write and produce materials and content for different audiences and different purposes.</li> <li>• Excellent copywriting, editing and proof-reading skills with the ability to write in style appropriate to the medium, message and audience.</li> <li>• Understanding of the challenges and opportunities for use of different marketing channels for different purposes and audiences.</li> <li>• Highly effective communications skills, both verbally and in writing.</li> <li>• Organisational skills, including planning, managing and monitoring own workload and that of others.</li> <li>• Time management skills, responding to, prioritising and delivering to a range of competing demands with attention to detail attributes.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of relevant legislation and standards pertinent to role and communications, media, marketing and fundraising.</li> <li>• Knowledge on incoming generation skills and approaches.</li> <li>• Knowledge of campaigning and external context in respect to older people and preparing for older age.</li> </ul>

	<ul style="list-style-type: none"> <li>• Strong interpersonal, communication and presentation skills conveying messages to varying audiences.</li> </ul>	
<b>3. Experiences</b>	<ul style="list-style-type: none"> <li>• Experience of marketing and of developing and delivering marketing campaigns.</li> <li>• Proven ability to build, manage and develop key stakeholder and customer relationships.</li> <li>• Experience in planning and posting organic content via Websites and Social Platforms including Facebook, X (Twitter), Instagram, TikTok and / or LinkedIn.</li> <li>• Experience of providing support, motivation and development to colleagues.</li> <li>• Experience of creating, communicating and presenting reports to range of audiences.</li> <li>• Experience of content planning and integration of consistent messaging across a variety of channels.</li> <li>• Experience of design for social media and web.</li> <li>• Experience of identifying and recommending business improvements.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience with analytical tools such as Google analytics to monitor, interpret and improve performance.</li> <li>• Experience of developing and delivering new brand propositions.</li> <li>• Experience of being a media spokesperson for an organisation.</li> <li>• Previous management of volunteers</li> <li>• Working within the Voluntary and Community Sector.</li> <li>• Experience of effectively engaging varied audiences, including older people and tailoring to their needs.</li> <li>• Running paid advertising campaigns e.g. Facebook.</li> <li>• Video skills, including the ability to film and edit.</li> <li>• Successful experience in income generation initiatives.</li> <li>• Experience of supporting campaigns and influencing at local or national level.</li> <li>• Raising funds through digital means and with the wider community and businesses.</li> </ul>
<b>4. Attributes, Behaviours and Values.</b>	<ul style="list-style-type: none"> <li>• Creative, innovative and driven thinker.</li> <li>• Commitment and self-awareness to undertake continuous professional development.</li> <li>• The ability to work alone and to use your own initiative.</li> </ul>	

	<ul style="list-style-type: none"> <li>• Passion and commitment to work within a not-for-profit organisation and support a team approach in working to help others.</li> <li>• Empathy for the cause and an ability to write and champion passionately about it.</li> <li>• A commitment to our organisational values and to equality, diversity and inclusion.</li> </ul>	
<b>5. Additional requirements</b>	<ul style="list-style-type: none"> <li>• Demonstrate an understanding, support and commitment to Age UK York's Vision, Mission and Strategic Aims, and our efforts to realise them.</li> </ul>	<ul style="list-style-type: none"> <li>• Valid current driving license and access to a vehicle.</li> </ul>