

Job Description

Marketing and Communication Officer

Reports to: Head of Corporate Governance

Purpose of the post

The Marketing and Communication officer has a key role to play in planning and delivering communications to key groups, including supporters, staff or other stakeholders. Using marketing expertise the post holder will coordinate and deliver campaigns and projects driving the use of Autism East Midlands services and engagement with audiences. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, print and online marketing materials. They will also plan and implement communications and marketing campaigns to raise awareness or funds, while progressively improving organisational understanding of what works for different audiences.

Duties and responsibilities

1. To project manage research, planning, delivery and evaluation of campaigns in line with the organisation's strategic aims and plans.
2. To plan and create multi-media communications materials; providing creative, editorial and operational support for communications projects and report on progress.
3. Work collaboratively with members of the fundraising and communication team to produce marketing plans for events, including creating promotional merchandise and supporting event delivery.
4. To provide communications support for fundraising and awareness raising campaigns and events.
5. To use stakeholder or subject research on campaign areas to inform marketing plans.
6. To contribute to the development of long-term marketing and communication plans by identifying new trends in both traditional and digital media.
7. To review marketing material regularly, gather feedback and amend where required.
8. To produce, edit and distribute updates and materials for external and internal audiences.
9. To develop and manage content for the AEM website.
10. To field enquiries from press and other key stakeholders; creating press releases and statements as required.
11. To monitor and record all press coverage.
12. To liaise with staff, stakeholders and third parties ensuring good communication through projects and building good relationships.
13. To carry out any other reasonable duties and responsibilities within the overall function commensurate with the grading and level of responsibilities of the post.

Equal Opportunities Statement

Autism East Midlands has a strong commitment to working towards the achievement of equality and opportunity in both service delivery and employment. The charity's mission statement and strategic objectives directly support these aims. All employees are required to actively support and implement the Equal Opportunities policies of Autism East Midlands.

The post holder will be required to undertake such duties as may reasonably be expected. All members of staff are expected to be professional, co-operative and flexible within the needs of the post, the department and Autism East Midlands.



Person Specification Marketing and Communication Officer

Personal Skills / Characteristics	Criteria	Method of Assessing
<p>1. Experience</p> <p>1.1 Experience of working in fundraising marketing or communications 1.2 Experience of working or volunteering in third sector 1.3 Experience of producing high quality and effective communications 1.4 Experience of website maintenance and content production 1.5 Experience of working in a team to achieve a goal and meet targets 1.6 Experience of having built relationships with media</p>	<p>E D E D E D</p>	<p>A / I / S A / I / S</p>
<p>2. Qualifications and training</p> <p>2.1 Degree in marketing, communications, public relations or related or qualification by experience 2.2 Literacy and numeracy Level 2 / GCSE English and Maths Grade C or above</p>	<p>D E</p>	<p>A CV / CQ</p>
<p>3. Special skills and knowledge</p> <p>3.1 Up to date knowledge of marketing and communication best practice 3.2 The ability to identify and communicate with a diverse audience 3.3 Excellent presentation and verbal communication skills. Ability to communicate both on the telephone and face-to-face in a friendly, efficient and professional manner 3.4 Excellent numeracy and attention to detail. 3.5 Organised and methodical approach to plan and deliver against a varied workload, managing competing priorities under own initiative and to meet deadlines and targets 3.6 Ability to establish rapport quickly and build relationships with others. 3.7 Evidence of continuous professional development in relation to marketing and communications 3.8 Excellent IT skills, particularly Microsoft Word, Excel, Outlook, Powerpoint and Publisher</p>	<p>E E E E E E D E</p>	<p>A / I / S A / I A / I</p>
<p>4. Personal qualities</p> <p>4.1 Ability to work as a member of a team or on own initiative 4.2 Willingness / ability to travel within the charity's area of operation, and on occasions outside the charity's area of operation</p>	<p>E E</p>	<p>A / I / S A / I / S</p>
<p>4.3 Full current and clean driving licence and access to own vehicle or the use of a vehicle</p>	<p>E</p>	<p>A</p>

4.4 Willingness / ability to work flexibly outside of normal office hours, including weekends and evenings as required	E	I
4.5 Commitment to undertake further training and continued professional development	E	A / I / S

D = Desirable

E = Essential

The postholder will be required to undergo and obtain a satisfactory Enhanced Disclosure and Barring Services check.

Disability Discrimination Act 1995

The ways in which a disabled person meets the criteria for a post must be assessed as they would be after any reasonable adjustments required had been made. If appropriate, disabled candidates should indicate in a letter accompanying their CV if they have needs which should be considered at the short listing stage.

Short listing will solely be from the CV and accompanying letter, against the criteria marked "S", therefore you **must** ensure these areas have been demonstrated. It is not sufficient to state, for example, "I have knowledge of community fundraising".

SHORT LISTING PANEL

KEY:	Application & letter	CQ = Qualification Certificate	I = Interview	S = Short listing
1.		2.		3.
Interview Offered: YES <input type="checkbox"/> NO <input type="checkbox"/>				