



## **JOB DESCRIPTION**

### **Services Marketing and Communications Officer**

**Location:** UK homebased with some nationwide travel required to service sites

**Hours:** 22.2hrs (3 days a week)

**Salary:** Grade 2, point 16-18

**Service:** Directorate of Development and External Affairs

**Reports to:** Senior Marketing and Communications Manager

The Services Marketing and Communications Officer is responsible for developing and delivering marketing and communications plans to support specific service KPI's and objectives.

The successful candidate will be a marketing and communications all-rounder, with a working understanding of brand, marketing, communications, media relations, PR and social media relating to services, and able to work with marketing and communications colleagues to support services through these channels.

#### **Principal Accountabilities:**

1. In consultation with operational services colleagues, develop and deliver bespoke marketing and communications plans specific to particular Family Action services and targeted at their audiences (public and professional). This may include developing marketing collateral, press releases, guides/toolkits, adverts, articles for professional magazines, e-bulletins/newsletters, web pages, events, etc.
2. Liaising with marcomms colleagues to ensure all services marketing activity is brand compliant and aligned to Family Action's corporate priorities, as well as meeting the needs of the specific service.
3. Managing the production of marketing collateral using design tools/software and/or Family Action templates. This will include copywriting, proof reading, image selection.
4. Liaison with and management of external suppliers, such as designers and printers, when appropriate. Management of the production process on behalf of the service/s you work for.
5. Supporting local services events planning and delivery, including working with the local community and local media to drive engagement
6. To be able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:
  - Being people focused
  - Reflecting a 'can do' approach
  - Striving for excellence in everything we do



- Having mutual respect for everyone we work with, work for and support through our services
7. To have an understanding (appropriate to your role) of, and comply with, Family Action's procedures for promoting and safeguarding the welfare of children and vulnerable adults.
  8. To comply with Family Action's Diversity & Equality Policy and our Ethical Policy in every aspect of your work and positively promote the principles of these policies amongst colleagues, service users and other members of the community.
  9. To comply with Family Action's Health and Safety Policy, Data Protection Policy and to protect your own and others' health, safety and welfare.
  10. To work flexibly as may be required by the needs of the service and carry out any other reasonable duties as required.

### **Person Specification**

1. A marketing or design qualification or similar experience, and evidence of a commitment to continuing learning and professional development.
2. Experience of developing and delivering a range of marketing and communications activity across multiple channels and for a variety of stakeholders
3. Experience of working within a corporate visual identity and translating that for multiple uses.
4. Experience of materials development, e.g. writing, editing, proofreading, design (including the use of design software)
5. Some understanding of website design and delivery, e.g. developing content, navigation, accessibility, SEO
6. Experience of managing external consultants and suppliers, e.g. designers, printers etc.
7. Experience of managing projects to be delivered on time and in budget
8. Excellent communication and interpersonal skills, both verbal and written, with strong presentation and negotiation skills and the ability to communicate effectively with a range of internal and external stakeholders.
9. Good attention to detail and ability to work in pressurised situations without sacrificing quality of work, attention to detail or courtesy. The ability to organise workload across a range of projects and meet competing priorities.
10. Proactive, positive and creative attitude to problem solving and the ability to work independently
11. Excellent IT skills



12. Flexibility to travel across the country

13. Able to evidence Family Action's values at all times, which underpin Family Action's mission of 'building stronger families' by:

- Being **people** focused
- Reflecting a '**can do**' approach
- Striving for **excellence** in everything we do
- Having **mutual respect** for everyone we work with, work for and support through our services