



**ID:1215      Services Marketing and Communications Officer**

**Salary:** starting at £24,724 FTE per annum to £26,370\* FTE per annum  
Additionally, £480 home-based allowance FTE per annum  
Grade 2, point 16-18  
£14,834.40 per annum to £15,822 per annum for 22.2 hours per week

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

**Hours:** Part-time 22.2 hours per week (3 days a week)

We offer flexible working arrangements - please see below for more details.

**Contract:** Permanent

**Family Action & the Role's Impact:**

Family Action is a registered charity, building stronger families since 1869. Today we work with more than 60,000 families in over 200 community based services, as well as supporting thousands more through national programmes and grants. We transform lives by providing practical, emotional and financial support to those who are experiencing poverty, disadvantage and social isolation.

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 marcomms colleagues to support services through these channels.

**Main Responsibilities:**

- Develop and deliver bespoke marketing and communications plans and activities specific to particular Family Action services and targeted at their audiences (public and professional).
- Develop marketing collateral, press releases, guides/toolkits, adverts, articles for professional magazines, e-bulletins/newsletters, web pages, events, etc.
- 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.
- Manage the production of marketing collateral using design tools/software and/or Family Action templates. This will include copywriting, proof reading, image selection.
- 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 and budget management.

**Main Requirements (for details check the job description and person specification):**

- Demonstrable experience of developing and delivering a range of successful marketing and communications activity across multiple channels and for a variety of stakeholders.



- Experience of working within a corporate visual identity and translating that for multiple uses.
- Experience of materials development, e.g. writing, editing, proofreading, design (including the use of design software).
- Some understanding of website design and delivery, e.g. developing content, navigation, accessibility, SEO.
- Experience of managing external consultants and suppliers, e.g. designers, printers.
- Experience of managing projects to be delivered on time and in budget.
- A marketing or design qualification or similar experience, and evidence of a commitment to continuing learning and professional development.
- Excellent communication and interpersonal skills.
- Interest in the charity sector and social impact.

#### **Benefits:**

- an annual pro-rata paid leave entitlement that commences at 25 working days, rising each April by one day, subject to a maximum of 30 working days plus bank holidays
- up to 6% matched-pension contributions
- flexible working arrangements and new starters have the right to make flexible working requests from day one of employment
- enhanced paid sick leave and paid family leave provisions
- eye care and winter flu jabs vouchers
- cycle to work scheme
- investing in your professional development with ongoing quality training and career development opportunities

We are forward looking, ambitious and committed to continuous improvement. We are a **people focused, can-do** organisation, which strives for **excellence** in all we do and operates with **mutual respect**.

#### **To Apply:**

- **Complete:** the [Application Form](#) & send to: [completed.application17@family-action.org.uk](mailto:completed.application17@family-action.org.uk)
- **Closing Date** : Friday 14<sup>th</sup> June 2024 at 09:00
- **To learn more about Family Action:** [Recruitment Pack](#)
- **To learn more about our terms & conditions:** [Summary Terms & Conditions of Employment](#)
- **To help us fulfil our commitment to diversity and promoting equal opportunities:** complete our anonymous [Equality & Diversity Monitoring Information survey](#)

For direct queries or if you would like to discuss any aspect of the selection process or flexible working requests, please email **Sarah Bailey**, Senior Marketing and Communications Manager: [sarah.bailey@family-action.org.uk](mailto:sarah.bailey@family-action.org.uk)

#### **Our commitment to Equality, Diversity & Inclusion:**

We are happy to consider any reasonable adjustments that candidates may need during the recruitment process and you will be asked whether you require any adjustments if shortlisted for interview. We also make reasonable adjustments on the job, where required.

We are committed to Equality, Diversity & Inclusion in all that we do and welcome applications from all sections of the community. Intersectionality is important to us and we particularly welcome applications from ethnically diverse communities, LGBTQIA+ candidates and disabled candidates



because we are committed to increasing the representation of these groups at Family Action. We know that greater diversity will lead to even greater results for families and children and strive for our workforce to be truly representative of the diverse communities we support. We offer a guaranteed interview scheme for disabled applicants and will reimburse your travel cost if you attend an in person interview.

\*Ordinarily Family Action appoints new starters at the starting point of the salary scale (with subsequent annual pay progression), unless you have experience that would justify appointment further up the salary scale or there are any other exceptional reasons.