

Job Description

1. JOB DETAILS

Job Title: Senior marketing and communications officer

Location: London, Head Office / Hybrid

Responsible To: Head of marketing and communications

Responsible For: NA

Hours: 35 per week

2. JOB PURPOSE

To support the head of marketing and communications to deliver communications and marketing plans and activity that build ACF's brand and reputation and improve reach and impact across all platforms.

Assist colleagues to ensure they have good understanding of ACF's marketing and brand and all communications meet organisational needs.

3. KEY RESULT AREAS/PRINCIPAL DUTIES AND RESPONSIBILITIES

3.1

Regular website maintenance, including adding, editing and archiving website content (eg blogs, news, briefings, infographics, photos, videos, adverts and guides) in line with house style guides, updating phrasing in line with key messaging, and supporting the head of marketing and communications with ongoing improvements to accessibility, layout and performance of the ACF website.

Support the effective operation of all ACF communications channels to maximise audience reach and brand awareness, as well as ensuring organisational objectives are met. This includes:

- Leading on the content, delivery and evaluation of our email communications
- Support the management of ACF's presence on social media by drafting, posting and analysing content

- Manage the production of analytics reports to evaluate the efficacy of these channels and contribute to ways to develop and improve them.

Support the head of marketing and communications by monitoring ACF resources, publications and information to ensure they are up to date, accessible, on brand and in high quality format for all ACF website and social media users.

Assist with maintaining a comms planner. Support colleagues to resolve scheduling jams or gaps to ensure all communications are sent on time and on brand, helping create a culture of forward planning.

Support colleagues with tailored comms and marketing plans for organisational activities and events.

Support the production of reports and publications; liaising with external designers and internal colleagues; proof reading, and coordinating schedules and amendments.

Designing straightforward graphics in Canva for use in email communications and on social media.

Actively contribute to developing the ACF brand by championing the use of house style guides and sharing marketing and comms knowledge to support colleagues.

Support the head of investment practice and partnership with communications, performance reporting, and visibility of our Official Partners.

3.2 Key Contacts – Internal & External

Internally –

Senior managers

Externally –

Members

Key stakeholders and partners

Creative and digital agencies

Official Partners and other commercial supports

3.3 Health & Safety

- Ensure that Health and Safety guidelines and fire regulations are strictly adhered to
- Comply with safe working practices as defined by ACF
- Complete mandatory training as and when required
- Take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work
- Report any accidents, incidents or near misses as soon as reasonably practicable.

3.4 General

- Be aware of and adhere to ACF's policies at all times
- Commitment to follow and implement ACF Diversity, Equity and Inclusion (DEI) values
- Take part in progress/performance reviews throughout the year
- Cooperate with other departments
- Attend training courses and complete online training modules as required to meet the requirements of the post
- Take responsibility for own personal development, seeking out opportunities to learn new skills
- Undertake any other duties as requested by the Trustee Board which are reasonably deemed to be within the scope of the role

3.5 Other

- Apply ACF's values and behaviours to every aspect of the role at all times
- Promote and maintain the brand standards of ACF

Senior marketing and communications officer
Person Specification

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications and specific training		
Experience	Hands-on experience of a varied marketing or communications role	
Knowledge		
Skills	<p>Developed IT Skills including Office 365</p> <p>Some experience of using a Content Management System and Email marketing software</p> <p>Developed ability to time manage</p> <p>Good communication skills</p> <p>Developed written skills</p> <p>A willingness to learn</p>	Social media in a business context
Personal attributes	<p>Rational, logical thinking</p> <p>Creative thinking</p> <p>Flexible</p> <p>Resilience</p> <p>Compassion and empathy</p>	
Additional requirements		

Job Description and Person Specification Agreement:

The above job description is not exhaustive but an indication of the duties the post holder may undertake and will be subject to review.

Post Holders Signature:

Date:

Managers Signature:

Date: