

JOB DESCRIPTION

Job Title: Marketing & Communications Officer

Reporting to: Deputy Executive Director **Contract term:** Fixed Term 1 year

Location: Bristol

Main Purpose: Reporting to the Deputy Executive Director, the Marketing and Communications Officer will be responsible for co-ordinating St Pauls Advice Centre's internal and external communications strategy as well as produce and maintain marketing materials including digital.

Communications responsibilities:

- With the Executive Director, to design, implement and maintain a strategic communications plan to include both internal and external communications.
- Being our 'brand champion', understanding our tone of voice and visual identity, and supporting the team to utilise this appropriately internally and externally.
- Develop and maintain St Pauls Advice Centre's online and social media platforms to include producing appropriate content and posting regular social media posts – LinkedIn/Facebook as well as maintaining media contact lists.
- Maintaining content on and helping to improve our website and digital infrastructure: e.g., improving user experience / developing mobile friendly, referral processes for clients/ partners.
- Support in the development of visual reports including the Annual Report and Annual Impact Report and other end of project reports as appropriate.
- Design accessible and easy to digest information, publicity or marketing materials and liaise with external suppliers in the designing and publication.
- Responding appropriately to media & social policy requests including writing media releases, articles, & online content.
- Support the organisation of events/ fundraising activities.

Reporting & Line management:

- Engage in line management, supervision and annual appraisal.
- Provide written reports of activity as required.
- Attend appropriate internal & external meetings or events as required.
- Undertake relevant statutory and personal development training necessary to the achievement of agreed targets.

- Work at all times within the advice center's policies and procedures and work in an anti-discriminatory/non-judgemental manner.
- Carry out all such other duties appropriate to the post as required by the Centre Manager and Management Committee.

**Salary, Working
hours & Benefits:**

- Salary: SCP 18 £31,357 per annum pro rata (Actual £12,614.80)
- Annual Leave: 30 days per year (pro rata)
- Extra 3 days annual leave between Xmas & New Year (office closure)
- Pension Scheme: 5% employers contribution
- Flexible working hours: 14 hours per week (pref. including Wednesday)
- Opportunity for home working