



Job Description: Communications and Marketing Manager

Salary:	£36,000 with 4 annual increments of £500 in April following end of Probationary Period.
Conditions:	25 days annual leave pro rata rising by one day per year to 30 days. 5% contribution to a personal pension plan on satisfactory completion of probation period. Employee assistance scheme Comprehensive flexible working policy
Hours:	Full time, 35 hours per week. Some out-of-hours work may be required for which time off in lieu will be granted. Applications for flexible working will be considered for the right candidate including part time and term time only
Reporting to:	Director of Fundraising & Communications
Direct reports:	Communications Officer as well as Volunteers and external suppliers as necessary

Principal Responsibilities:

People

- Line Management of the Communications Officer – design and support the delivery of KPIs for the Officer role including training and development opportunities
- Account-manage a range of external suppliers and volunteers who contribute to our communications assets and materials
- Work closely within the Fundraising and Communications Department to support the fundraising team to reach and engage their audiences

Digital – Website – Social Media

- Website
 - Implement a digital engagement strategy which utilises data analytics to measure and inform ways to drive online engagement
 - Ensure the site is secure and has a focus on data security

- Work with the Research and Services departments to ensure our online resources/information and support is up to date, consistent and compliant
- Website Redevelopment Strategy – Create, develop and implement a website redevelopment strategy working with internal and external stakeholders to identify opportunities to enhance our online brand and services offer
- Social Media
 - Implement and develop a social media strategy
 - Grow the Ataxia UK digital audience and increase engagement
 - Engage with the ataxia community on social media including responding to direct messages and comments
 - Create, monitor, evaluate and improve our paid social media activity
- Digital
 - Manage paid for fundraising and marketing digital campaigns across social media and Google Adwords
 - Source engaging multimedia content to be utilised across social and the website
 - Oversee the creation and dissemination of our regular E news bulletins
 - Support other departments disseminating their messages to our audiences

Publications

- Quarterly Ataxia Magazine
 - Work with the Communications Officer to edit and coordinate the production of the quarterly Ataxia Magazine liaising with contributors and the printing house as necessary.
- Coordinate the production of printed and electronic information and publications, producing content and liaising with other contributors and the printing house as necessary.
- Coordinate the production of the Ataxia UK Annual Review

Storytelling

- Maintain and improve the image bank including managing and recording consent
- Ensure an up-to-date portfolio of case studies, interviewing Friends and writing up as necessary
- Apply a storytelling approach to our digital output, including the production of short-video and other assets and materials which use storytelling to engage with our audiences

Strategy

- Create and implement a long term, future focused Communications strategy with the support of the Director of Fundraising & Communications
- Working with the Director, contribute to the development of the wider Fundraising and Communications Strategy
- Establish and publicise an annual communications calendar across the charity

Branding

- Maintain our brand and design identity
- Undertake a brand audit and make recommendations for enhancements to include opportunities to refocus and refresh our brand identity

Press

- Co-ordinate press and PR news releases
- Commission and liaise with press and PR agencies as appropriate

General Responsibilities:

- Admin and finance
 - Ensure planned expenditure is within budget and monitor and report on performance
 - Ensure systems are updated and records kept correctly
 - Produce communications information for inclusion in Board Reports.
- Annual conference - Be part of the conference organisational team
- Undertake professional development and training.
- Ensure our work is consistent with any necessary data protection changes and current legislation.
- Play an active role across the charity as a whole, fostering good working relationships with other teams and enhancing communications with colleagues.
- Maintain confidentiality in line with organisational policy in regard to patients, staff and business sensitive information
- In all areas of work ensure that due attention is given to legal and compliance issues such as health and safety, data protection and risk management
- Share in general office duties

Note: This job description sets out the duties of the post at the time it was drawn up. Such duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot themselves justify a reconsideration of the grading of the post. Ataxia UK reserves the right to update the Job Description from time to time to reflect these changes in or to the post after consultation about any proposed changes.

Person Specification:

Essential

- Experience of working in a communications or marketing role or similar environment
- Experience managing social media channels
- Experience working on digital marketing / fundraising campaigns
- Excellent written English including the ability to summarise complex issues.
- Excellent time management skills
- Excellent project management skills
- Commitment to working with people with ataxia
- Articulate with good presentation skills.
- Strong interpersonal skills. Able to develop professional and effective relationships with colleagues and clients.
- A self-starter who can work well on their own initiative and prioritise their own workload.
- Systematic approach, with good attention to detail.
- IT literate and a confident user of Windows environment, including MS Office
- Ability to travel to events and a flexible approach to working hours
- Commitment to equal opportunities
- Support for the ethical use of animals in medical research and human embryonic stem cell research

Desirable

- Experience managing direct mail campaigns or magazine production
- Experience of working in the voluntary sector
- Knowledge and understanding of the barriers faced by people with a disability.
- Experience in producing film materials
- Experience of liaising with design and advertising agencies
- Experience of organising events or conferences
- Raiser's Edge experience
- Understanding of scientific research