

JOB DESCRIPTION AND PERSON PROFILE

Post title:	MARKETING AND COMMUNICATIONS OFFICER
Hours:	37 hours, job share or part-time considered.
Line Manager:	Community Advice Manager
Salary:	NJC Scale Point 21 (£30,825); rising to Scale Point 22 (£31,364) after successful completion of a probationary period.
Location:	Working in the community and remotely in RCT. Interlink has an office base in Pontypridd.

Description of Role

Your work will focus on marketing and communication. This includes managing Interlink RCT's social media, ebulletins and website; and helping to promote Interlink and members training, events and networks. You will support colleagues, members and partners by:

- Website management - management of Interlink RCT website and Connect RCT community platform - responsible for updating content, site maintenance, supporting site queries, design improvements and working with web developers to further develop the sites to increase use and quality.
- Social media and account management - management of Interlink RCT social media channels and accounts, including Facebook, X, Instagram, LinkedIn, Eventbrite, MailChimp. This includes promoting Interlink RCT content and activities, as well as what is relevant to our members, our sector and our communities.
- Digital Offer - working with colleagues to deliver training sessions (Canva, social media) to the sector, responding to digital and marketing-related queries from our members and partners.
- Internal support - upskilling colleagues on relevant skills, such as social media, promotion, Zoom, Teams, emails, etc.
- Interlink online - ensuring messages are clear, everyone we encounter is treated with respect, such as in public forums i.e. on social media. Responding to and supporting people with their queries, such as in 'comments' and 'direct messages'. Constantly connecting and conversing with stakeholders, such as members, community individuals and ensuring support where possible.
- Events - working together to plan and promote Interlink RCT events, sharing information with colleagues and other stakeholders.
- Impact - highlight the impact of Interlink RCT's services, including completion of annual impact report, capturing case studies and stories, and working with partners to develop high quality films for promotional use.

Main Responsibilities

- Checking new notifications on all social media accounts – Facebook, X, Instagram, LinkedIn, Connect RCT. Sharing posts, replying to messages and comments.
- Creating promotional material and best use of Eventbrite to promote forthcoming events, training and networks, developing QR codes to allow for easy registration/event evaluations.
- Promoting content across Interlink RCT channels, including upcoming events, networks and training sessions, funding, volunteer opportunities, vacancies, important local information, members' activities, Connect RCT listings, etc.
- Interlink RCT Bulletins – work with colleagues to create regular, informative fortnightly bulletins.
- Regular meetings with MadeOpen to progress Connect RCT – developing new web sections, general site improvement and improving user profiles.
- Capturing analytics from Interlink RCT and Connect RCT to inform future developments and measure impact.
- Promoting awareness/celebration weeks and days, such as Volunteers Week, Carers Week and Small Charity Week. Sharing links to relevant resources, local activities and content with the community.
- Delivering regular training including (but not exclusively) Canva, social media, digital tutorials, Connect RCT, to colleagues, community groups and other partners. Sharing skills/knowledge with colleagues to develop skills and capacity.
- Follow Interlink policies and procedures including supporting colleagues implement Interlinks brand guidelines.
- Develop plans to meet agreed objectives and outcomes.
- Positively engage with learning and development and regular supervision.
- Any other reasonable duties as requested by Line Manager.

Skills for this role:

- The ability to produce clear, concise information is essential.
- Be able to use programs such as Canva to design promotional material.
- Knowledge and experience of Social Media platforms to reach and engage as wide an audience as possible.
- Knowledge/experience of producing accessible content.
- Relevant experience of website management and development.
- Experience of promoting information utilising all available platforms and resources.

- Coordinate the on-line offer for maximum exposure.
- Building relationships with the sector and other stakeholders.
- Ability to work on your own initiative and as part of a team.

PERSONAL PROFILE

Role Specific Requirements

- Possess a degree or equivalent qualification in marketing or similar and at least one years' experience; or if not qualified, demonstrate at least three years' experience and transferable skills.
- Able to manage social media platforms such as Facebook, X and website content.
- Demonstrate excellent verbal and written promotional skills with experience of designing and leading promotional campaigns.
- Create attractive and accessible information. Developing engaging content and campaigns.
- Process a large volume of information and select what is relevant to produce regular ebulletins and newsletters.
- Use analytics and data to understand what works, plan and review.
- A high degree of IT proficiency using different platforms and software such as Microsoft 365, WordPress, MailChimp and Eventbrite.

Requirements for all Interlink Staff

Effective working with people, able to:

- Listen to and communicate with a diverse range of people.
- Respect people's personal choices and be non-judgmental.
- Deal professionally and calmly with challenging situations and individuals
- Maintain professional boundaries
- Demonstrate excellent verbal and written communication skills.

Effective team and organisational working, able to:

- Be positive about your role, your colleagues and the organisation
- Be aware how your behaviour and attitude can impact on your performance and the performance of your colleagues
- Develop your skills and knowledge through continuous learning.
- Be flexible and adaptable to the changing needs of the organisation
- Follow policies including safeguarding, confidentiality and data protection.

- Understand and articulate the connection between your performance, project outcomes and organisational performance and the future sustainability of Interlink.
- Identify and manage risk and safeguarding within your area of work.
- Adhere to guidelines, rules, legal and other frameworks within which you are expected to work in line with the expectations of your role.