

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Marketing & Social Media Lead

Employed by: Imago Community

Responsible to: Head of Development

Working hours: Full time or part time, Monday to Friday. Flexibility required as occasional evening or weekends needed

Background: Imago is a social action charity delivering an innovative range of services to individuals, voluntary and community organisations and private and public-sector agencies. We work in Kent, East Sussex, Medway and London. Underpinning our work is a commitment to excellence, evidencing impact and safeguarding vulnerable people

Purpose of Role: To deliver marketing plans, social media strategy and communication of Imago's key messages.

RESPONSIBILITIES AND DUTIES

- Bring your creativity and fresh ideas to develop and deliver an effective marketing and communications action plan to raise awareness of Imago's services, reach new audiences and build an engaged and supportive community.
- Create informative and engaging content for all communication channels, including newsletters, website, print and digital.
- Help to demonstrate Imago's positive impact by sharing compelling stories and case studies from the people supported by Imago.
- Plan and implement effective, impactful marketing campaigns to reach a wide range of target audiences in different geographical areas.
- Develop a creative social media strategy to increase Imago's online presence, engagement, and brand awareness.
- Use social media metrics and marketing data to understand our audiences and schedule relevant content, maximising potential reach and engagement.
- Work closely with the Fundraising & Development Manager to identify and manage digital fundraising opportunities and support Imago's community fundraising initiatives.
- Ensure that all communications are accurate and appealing with a consistent message and tone of voice.
- Provide promotional support for initiatives, events and activities of the development team and service teams across the organisation.
- Undertake relevant internal and external training



- Have a commitment to equal opportunities, ensuring services and communications are accessible to all sections of the community

ESSENTIAL SKILLS AND EXPERIENCE

- Experience of working in a marketing and/or social media role; proven experience of effective copywriting
- Experience of creating and delivering effective, targeted, and impactful marketing activity using various channels to reach, engage and inspire audiences.
- Excellent writing, editing and content creation skills.
- Excellent communication and interpersonal skills.
- Extensive knowledge of social media channels, dashboards, scheduling tools, and trends.
- Ability to design, create and manage engaging content for social media channels using design tools such as Canva or similar.
- Ability to work independently and as part of a team; to meet objectives, achieve targets and work to tight deadlines.
- Ability to forge effective relationships at all levels and across boundaries
- Good level of education.
- Hold a full driving licence with business insurance and have access to own transport.

Desirable Experience

- Experience of working or volunteering in a charity or not-for-profit environment.
- Experience of Mailchimp, CRM & WordPress.

Post is subject to references and a satisfactory enhanced
Disclosure and Barring Service check