

Job description

Job Title:	Marketing & Communications Officer (Maternity Cover)
Location:	Home based (remote working)
Managed by:	Marketing & Communications Manager
Hours:	35 per week
Contract:	Full Time, Temporary (12 months)
Salary:	FTE: £32,000

JOB DESCRIPTION

Purpose of the Post

Cruse Bereavement Support is a charity providing bereavement information and support to grieving people across the UK. This role is an exciting opportunity to join our small marcomms team and increase the reach and engagement of our digital marketing and communications channels.

The Marketing and Communications Officer will be responsible for helping us reach more bereaved people, volunteers and supporters with our content and digital products. You will liaise with staff and volunteers across Cruse to collaborate on marketing projects. You will be highly organised and able to multi-task across a wide range of marketing and communication tasks, where no two days are the same. You will assist the Marketing and Communications Manager on planning ways to maximise the value and impact of small budgets.

Key responsibilities and duties

- Planning, writing, designing and distributing e-newsletters
- Working with colleagues to write and update content for our website
- Provide copywriting and editing support across all internal and external communications, maintaining consistent tone, style and messaging
- Ensure all content is brand compliant and act as a brand guardian for the organisation, including some basic design tasks
- Review performance and create reports for social media, website and email marketing
- Liaise with clients and volunteers to produce case studies that can be used to promote the work of Cruse and widen people's knowledge around bereavement
- To provide administrative support in terms of management of email inboxes, monitoring social media interactions and collation of marketing materials
- Maintain a database of photos and case studies to promote our work, ensuring consent and GDPR considerations
- Recommend improvements and growth opportunities

We help people through one of the most painful times in life
– with bereavement support, information and campaigning.

Charity Registration Number: 208078. A company Limited by Guarantee Number: 638709.

PERSON SPECIFICATION

Experience

Essential

- Experience in marketing and/or communication roles
- Substantial experience of writing and editing digital copy for website and email communications
- Experience of content creation and managing social media
- Experience of working in collaboration with a wide range of individuals and teams
- Project management experience

Desirable

- Experience of managing asset databases (case studies, photographs, videos)
- Charity sector experience
- Working with volunteers

Knowledge

Essential

- Good understanding of digital marketing best practice
- Project management experience

Desirable

- Good knowledge of social media in relation to charities
- Knowledge of GDPR and data storage considerations

Skills

Essential

- Excellent written communication skills for digital
- Extremely organized with the ability to work on multiple projects
- Ability to collaborate and work effectively as part of a team
- Good prioritization skills and ability to work autonomously on specific activities
- Experience of using an email marketing platform, mailchimp or similar

Desirable

- Use of Wordpress
- Use of Hootsuite

Education and Training

Essential

- Demonstrable interest in and activity to develop digital skills

Desirable

- Training in writing for digital communications
- A qualification in a marketing, communications, digital or similar field
- Demonstrate ongoing training in digital and/or marketing

Personal attributes

Essential

- Excellent interpersonal skills
- A flexible approach ensuring deadlines and standards are met
- Motivated and uses own initiative
- Ability to communicate complex issues into user-friendly content
- A good collaborator
- Sensitivity to our subject matter, messaging, and the needs of our audiences

Commitment

Essential

- Undertake any other duties as the organisation may reasonably require.
- Commitment to Cruse Bereavement Support's mission, vision and values
- Commitment to equality of opportunity and diversity
- Comply with all policies and procedures including confidentiality, privacy and data protection.