

## Job Description and Person Specification Marketing and Communications Executive

**Reporting to:** Director

**Hours:** 28 hours / 4 days a week

**Salary:** £32,000 (FTE)

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### About us

Saint Pancras Community Association (SPCA) is a charity delivering high quality services for Camden residents, especially the lively and diverse community of the St Pancras and Somers Town ward.

### The role:

We are seeking a talented **Marketing and Communications Executive** to play a crucial role in raising SPCA's brand in the community. You will be responsible for our marketing and communications strategy and content; manage key communications channels including our website, newsletters, and social media; and coordinate with colleagues to generate content across the organisation.

If you are passionate about making a difference and have a talent for storytelling, we invite you to bring your expertise to our dedicated team and help us amplify our mission.

This exciting role would suit someone looking to move from a corporate communications and marketing role into the charity sector or someone already working in the sector seeking a new challenge and drive and shape the future of SPCA.

### Key responsibilities:

- **Strategy** – Responsibility for our marketing and communications strategy and delivering multi-platform campaigns that drive awareness of the Centre and programme of activities amongst our local community. This will include building engaging digital/social media strategies to grow our followers and enhance our communication and engagement with our service users and wider community.
- **Story Telling** - Bringing to life our brand, mission and purpose through storytelling, including telling the stories of those in our key audiences
- **Content** – Overseeing and preparing, writing, and editing internal and external materials, including but not limited to social media content (imagery, videography), the SPCA newsletter, website copy, promotional flyers, press releases, and other assorted organisation-related content. This role will also create and manage an SPCA content calendar.
- **Website** - Ensuring that engaging content and SEO strategies are effectively implemented across the website in line with brand guidelines and objectives.

- **Monitoring & Analytics** – Monitoring and measuring the performance of campaigns and initiatives to continually improve our communications' engagement, reach and impact and grant reporting.
- **Event Promotion** – Working with the SPCA team to plan and promote our community and fundraising events. Attendee surveys and post event reporting will also be part of the role.
- **Networking** – Leading outreach to third parties to build up our partnership network, mailing lists and communications collaborations opportunities. We're keen to create and promote our social value activities and you will be comfortable building partnerships for the good of the communities we serve.

### **What we're looking for:**

- Experience of planning and delivering effective Marketing and Communications campaigns across multi channels.
  - You need to be organised, able to work under pressure, pro-active, a self-starter, and have a track record of achievement within a similar role.
  - Excellent communication skills, both verbal and written.
  - Strong project management and organisational skills.
  - Strong copywriting and storyteller experience.
  - Experience in website development. SPCA use Squarespace
  - Excellent leadership skills and networking abilities.
  - Experience in using Photoshop and/or other visual design software.
  - Skilled in effective SEO copy writing.
  - Be proactive, and have the ability to inspire those around you.
  - Experience in planning, creating, and delivering inspirational and engaging multi-channel content.
  - Ability to take the lead, while still working collaboratively with other team members.
  - Proficient in Microsoft Office suite.
  - Experience with using a CRM system. SPCA use Beacon
  - Commitment to SPCA's structure and timetables including commitment to occasional evening or weekend work when required.
- **To apply:** Please apply via Charity Job with a CV and covering letter. Your covering letter should outline your interest in SPCA, the role and how you match the criteria we are looking for.
  - As part of your application, please answer the following question.
    - **Describe a successful marketing campaign you have led or contributed to. What were the objectives, strategies, and results?**

### **Application deadline**

Friday 6<sup>th</sup> September 2024, 5.00pm