

Marketing & Communications Officer

Job Description

Salary	£27,800 pro rata
Contract:	Part time permanent, 30 hours a week
Location:	Stoke Mandeville Stadium / Hybrid working
Reporting to:	Head of Fundraising, Data & Communications
Managing:	None
Working Closely with:	Head of Fundraising, Data & Communications Head of Sport & Physical Activity Engagement Officer Events & Community Fundraiser

Main purpose

1. To develop and implement marketing and communications for external audiences which:
 - a. increase participation of disabled people in movement, physical activity and sport.
 - b. provide opportunities for people and organisations to support our work
 - c. support the fundraising and income generation of the charity
2. Deliver the WheelPower marketing and communication plans

Key responsibilities:

1. Manage WheelPower's social media output

- Plan, create, write and schedule social media posts. Analyse activity and respond to comments and tagged posts.
- Create paid and organic digital campaigns for social media which support events and encourage activity and engagement. Plan and design creative elements including use of images, graphics, animations and video.
- Spot trends and advise on best social media content and new technologies.
- Be aware and engage in social media content from other organisations that relate to disabled people and the organisations who support them. Have a good understanding of current events, sporting opportunities and re-share or comment on where appropriate
- Monitor and analyse social media activity of related organisations to identify opportunities and learnings to improve WheelPower's online presence
- Create live social media content, be confident in photography and videography to take photos, interview participants and use camera to produce video content

2. Website

- Ensure that wheelchair users have access to the right information, in the right format, promoted in the right locations which enables them to take part in sport and physical activity.
- Maintain the website to ensure that all information is up to date and accurate.
- Create new webpages to support the promotion of new opportunities and activities and ensure that all pages are optimised for search engine and ensure we learn from Google Analytics and visitor behaviour.

3. Marketing and Communications

- Produce innovative content for the delivery of creative, successful and cost-effective marketing and media campaigns targeting online and off-line audiences.
- Target specific communications which promote our work to wheelchair users, those who support wheelchair users, disabled groups, disabled children, their families and our supporters.
- Manage and produce regular outbound communications which promote WheelPower and our partners' events and activities.
- Maintain and develop good relationships with local and national media organisations.
- Produce high quality press releases for written media, arrange interviews with radio, and be the point of contact to organise and arrange TV media to attend our events.
- Create, monitor and evaluate paid for social media advertising and online digital marketing opportunities. Work with a given budget to produce effective and engaging Ads.

4. Content Creation

- Promote our events and activities by telling the stories of how our work has had a positive impact on the physical and mental well-being of disabled people
- Produce a range of well written and informative stories which will underpin our promotional activity. Arrange interviews and be confident with audio/visual equipment to capture positive feedback from our beneficiaries.
- Create original social media graphics, leaflets, posters and a wide variety of marketing materials to promote sport and fundraising activities.
- Work within the brand guidelines to ensure consistency.
- Work with existing and new partners in order to communicate through their networks and channels with a particular focus on disabled people's organisations and disabled people's user led organisations.
- Engage and create specific content for Awareness Dates and work with our partners to increase awareness of the work of WheelPower.
- Have a good understanding of video editing software and be able to create, edit and produce professional looking innovative video content.

Person Specification

Skills and abilities	
Excellent communication skills, specifically written English	Essential
A high level of accuracy and attention to detail, proof reading and collating complex information into reports	Desirable
Excellent IT skills with specific experience of working with social media, MS Office applications, databases and CMS	Essential
Copy writing and proof reading	Essential
Highly organised with the ability to manage own time to deal with multiple tasks and competing demands	Essential
Ability to work to specified deadlines under pressure	Essential
Experience / Knowledge of SEO	Desirable
Experience of working with Canva	Essential
The ability to remain a positive team player, to be flexible and adaptable	Essential
Ability to maintain appropriate levels of confidentiality	Essential
Experience	
Experience of working in a marketing/social media role	Essential
Experience of managing digital communication channels including Facebook, Instagram, X and LinkedIn.	Essential
Understanding of the positive role sport can play in the life of a disabled person	Desirable
Education	
Willingness to undertake training and continuing professional development	Essential
Marketing qualification	Desirable