



Job Description

Job Title	Marketing and Communications Officer
Fixed Term	Maternity cover from June 2024 for approximately 10 months
Salary	£21,000 - £23,000 pro rata Part Time 22.5 Hrs per Week
Responsible to:	Chief Officer

About Qube:

Oswestry Community Action, otherwise known as Qube, is a registered charity based in Oswestry, Shropshire.

Qube's aim is to improve the quality of life for people in Oswestry, Shropshire and the Welsh borders, through the provision of Community Transport Services, a Volunteer Centre, Arts and Culture, Shop mobility and Care services.

Main purpose of Marketing and Communication Officers post:

The post of Marketing Officer will be responsible for the day to day marketing functions, with the aim of increasing the profile and understanding of the organisation within the town of Oswestry and wider communities of Shropshire and the Welsh borders, along with supporting the strategic development of this valued organisation.

Main Duties:

1. To be responsible for the implementation and ongoing development of the organisation's Marketing plan.
2. Working alongside the Qube staff team develop and implement marketing plans with each department to ensure a consistent and professional approach to the marketing of the organisation.
3. Management of the organisation's website, including ongoing development of the site, regular content updates and reporting of analytics to the officer's line manager.
4. To be responsible for regular and relevant social media content on a wide variety of platforms, along with the monitoring of all sites and responding to queries and questions that are raised through the sites.
5. To develop and manage brand guidelines on behalf of the organisation and to ensure that all staff, trustees and volunteers adhere to the guidelines when representing the organisation.
6. To be responsible for the design, production and circulation of all printed materials on behalf of Qube.
7. Network and develop relationships with media outlets, providing press releases to them on a regular basis on the work of Qube.

8. To develop new ways of communicating the messages of Qube to potential customers, stakeholders, as well as to the general public.
9. Any other work as agreed with the Chief Officer or line manager.

Person Specification:

	Essential	Desirable
Qualifications and experience	<p>Marketing experience to degree level or equivalent.</p> <p>Competent in the use of Wordpress CRM.</p> <p>Experience of design packages including Abode Creative Cloud and Serif Page Plus.</p> <p>Competent in the use of social media in order to promote the organisations work.</p>	<p>At least two years' experience of working in a marketing role.</p>
Attitude	<p>Enthusiastic with a 'can do' attitude.</p> <p>Honest, reliable and a good time keeper.</p> <p>Ability to work as part of a team and to work alone and use initiative.</p>	
Aptitude	<p>Good communication skills both verbally and written.</p> <p>Excellent presentation skills for effective reporting at meetings.</p> <p>Ability to organise and prioritise effectively.</p> <p>Commitment to, and understanding of Confidentiality, Equal Opportunities and Diversity Policies.</p> <p>Enthusiastic and confident in own ability.</p> <p>Flexible and adaptable, willing to work some evenings or weekends as required.</p>	