

# Title of Job

## **Communications & Marketing Officer**

# Position Description

The CMO oversees the Charity's communications & marketing strategy and designs, implements and supports the arrangements to deliver it.

# Major Areas of Responsibility

- Communications and marketing and advising thereon
- The Charity's website and social media presence (Twitter & Facebook)
- Printed literature including Newsletters, posters and mailshots
- Surveys and campaigns
- Contacts and Membership database
- Promotional videos (YouTube)

# Primary Objectives

The purpose of this role is to manage and support the marketing and communications activities of Irish Community Services. You will be expected to construct a marketing plan for the organisation incorporating all services and targeting all age ranges across a 12 month period in collaboration with the Director.

# Specific Responsibilities of the Job

- Manage regular updates on social media, and via e-mail and newsletters
- To maintain and update the charity's website.
- To help support appeals and fundraising campaigns online, and manage the analytics of such campaigns.
- To undertake telephone duties and deal with and maintain records of incoming / outgoing mail
- To maintain the organisation's contacts database, for mail outs, newsletters, emails and more.
- To produce and manage a communications and marketing budget
- Support all services within the organisation with advertising their services, social media updates, and blog posts.

- To provide support to staff and volunteers with media such as service user newsletters and leaflets
- In conjunction with the Director and Trustees to liaise with local and national media to maximise the public profile of Irish Community Services.
- In conjunction with the Director and Trustees, to maintain and develop service literature for the organisation
- To maintain a range of positive images including videos and photographs to aid public profile promotion
- To help and support, and promote all events and functions organised by the organisation.
- To help and support with mail outs and communications with all stakeholders, including major donors.
- To identify problems and deliver solutions

## Required Knowledge, Skills, and Abilities

- Substantial related experience in communications and social media
- Ability to manage multiple communication projects at the one time
- Excellent interpersonal skills.
- Knowledge and experience of Website development and management
- Familiarity with social media platforms and how to run campaigns
- Awareness of how people are best “reached” for the communication desired
- Confidence in supporting people of all ages and abilities.
- Above average verbal, written and presentation skills.
- Ability to work effectively both independently and as part of a team.
- Experience using computers for a variety of tasks.
- Competency in Microsoft applications including Word, Excel, PowerPoint, and Outlook.
- Ability to work within tight deadlines.
- Ability to resolve conflict and mediate in disputes.
- Ability to remain calm under pressure
- Ability to organise and manage own workload and manage time effectively
- Ability to integrate the requirements of the organisation, colleagues and line manager into own operational activities.
- Ability to integrate the project into the organisation’s community engagement framework
- Knowledge and understanding of Communications Theory and practice

## Education and Experience

- Degree or equivalent experience:

## Work Environment

This is a part –time position and you will be expected to deliver against the job requirements over an average of 20 hours per week. The remuneration is £15.75 per hour. Annual leave is 25 days per leave year pro rata exclusive of bank holidays. Core hours are between 10am and 4pm. 1 hour unpaid lunch break per day.

You will be enrolled in a workplace pension. Arrangements for annual leave and other leave will be in accordance with the standard terms of employment of the charity.

The post is a temporary contract for 3 months/13 weeks and the expected start date is 1 August 2020.

## Conclusion

To apply for the above position please email an expression of interest and a copy of your CV to [director@irishcommunityservices.org.uk](mailto:director@irishcommunityservices.org.uk)