



Job Description

Job Title	Communications and Marketing Officer
Reporting to	Executive Assistant to the CEO
Salary	£25 000 - £27 000 per annum
Contract type and term	Fulltime 37 hours/week Permanent Annual leave 26 days plus bank holiday
Location	Based at one of our offices Crawley, Horsham or Shoreham. Must be able to travel to different locations in West Sussex.
Role overview	A dynamic role developing content and maintenance of our website, digital and printed assets; delivering integrated information campaigns; leading our internal and external communications strategy; organising online and community events; acting as the liaison for media enquiries working with teams across the charity to deliver their communication priorities. This role will also provide supervision to volunteers to support the delivery of the plan and work closely with the community engagement team with support and the opportunity to develop management skills.
Responsibilities	
Main responsibilities	Content Creation: Collect, create, and update content for our various channels, including print and digital. This includes: <ul style="list-style-type: none">• Internal and external newsletters• Videos and animations• Website and intranet pages (WordPress and SharePoint)

- Social media (X/Twitter, Facebook, LinkedIn, Instagram)
Regular Updates: Organise and share regular updates, including statistics and news internally and externally using tools such as Hootsuite and Mailchimp
- **Marketing:** Use marketing techniques to promote our services and projects which is on brand and meets our tone of voice.
- **Written Communications:** Help draft and distribute press releases, case stories, reports, and other written materials.
- **Impact Reports:** Create monthly and quarterly impact reports for external partners.
- **Communication Plans:** Assist in developing and executing communication and marketing plans for the organization and its projects.
- **Event Management:** Plan and manage events, including online webinars, forums, conferences, community fun days and roundtable events.
- **Accessibility:** Ensure all communication and marketing materials are easy to understand and follow brand guidelines.
- **Performance Monitoring:** Track and meet Key Performance Indicators (KPIs) and targets.

	<ul style="list-style-type: none"> • Tools & Techniques: Use various marketing and communication tools to make sure our work is clear, understood, and impactful whilst retaining brand and tone of voice. • Project Management: Effectively manage projects, meeting milestones, targets, and staying within budget.
Stakeholder relationships	<ul style="list-style-type: none"> • Work with key teams to ensure our services and recruitment follow a strategic plan and gather information to produce assets • Liaise with internal stakeholders to gather the information needed to produce communications and understand the needs of the organisation • Manage digital contractors and others commissioned to deliver services • Responsibility for ensuring feedback is gained on all aspects of our work and to continuously improve communications and share with others • Build relationships with stakeholders, including funders, local authorities, media, community and faith groups to identify their needs and deliver successful outcomes.
Leadership	<ul style="list-style-type: none"> • Develop the Communication Strategy and delivery plans, working with Senior Leadership. • Coach others in delivering good communication activity. • Supervise and train communications team volunteers and develop line management of community engagement officers. • Follow HR policies and practice including 1-1s, appraisals, inductions and performance management. • Role model our values and leadership qualities. • Manage spend within budget. • Develop funding bids and co-ordinate fundraising activities.
Other responsibilities	<ul style="list-style-type: none"> • To contribute to business planning. • Uphold our aims and principles and commitment to equity, diversity and inclusion.

	<ul style="list-style-type: none">• Follow our policies and procedures including safeguarding, confidentiality and GDPR policies.• Ensure your own development and commitment to CPD hours• Support fundraising, research and campaigns in the charity• Travel to other locations across West Sussex as may be required• Any other duties as may be reasonably required
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Person specification

Essential knowledge and experience

- At least 1 year's recent full time equivalent experience of communications work including developing impactful branded content for a range of audiences and digital and non-digital platforms.
- Experience of successfully delivering and organising community based and online events.
- An understanding of the issues facing our diverse communities and engaging with communities to achieve successful communication campaigns.
- Experience of using digital assets and software including updating websites, social media, videos, Mailchimp.
- Experience of working to and successfully delivering a marketing and communications plan for an organisation, project or campaign to achieve change.

Essential skills and behaviours

- Excellent interpersonal skills, able to quickly build relationships and work with a range of stakeholders including community groups, community champions, policy makers and more, to deliver mutual outcomes.
- Excellent literacy and written skills, able to communicate clearly to a range of audiences and deliver impact.
- Excellent resilience and organisation skills, able to prioritise and deliver to deadlines.
- Strong digital skills, able to use a range of products, able to develop resources and website content independently.
- Demonstrate leadership skills, understand and explain our values and motivate others to succeed.

Desirable

- Level 3 or above qualification in media or other related qualifications.
 - Experience of creating video, website and animations.
 - Experience of developing marketing and communication plans and reporting on them.
 - Experience of supervising volunteers and paid staff.
 - • Experience of delivering successful project planning.
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