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| Outward logo April 04 **Marketing and Communications Officer** | |
| **Department: Marketing and Communications** | **Reports to:** Marketing and Communications Manager |
| **Main Purpose of the Job:**  The Marketing and Communications Officer will help to deliver Outward’s internal and external communications and marketing strategy. They will work to positively raise Outward’s external profile, promote our range of services and develop processes for regular external communication and relationship management. They will also help to ensure staff and volunteers across the organisation can access and share the information they need to deliver Outward’s vision.  **Key Responsibilities:**   * Collaborate with staff and people we support to create engaging social media content * Identify good news stories to distribute internally and externally (e.g. via Workplace and our stakeholder newsletter) * Participate in “Welcome days” to introduce new staff to Workplace * Co-create and deliver Workplace training sessions with staff teams to improve engagement on Workplace * Update intranet and website as needed * Ensure Workplace staff records are up to date * Assist with the organisation of conferences and events * Liaise with the Wider Newlon Group’s communication team and Outward’s executive team on the design and content for annual reports and other annual publications * Assist with creating marketing materials and identifying marketing opportunities for Nutley Edge * Other marketing and communications tasks as needed | |
| **Environment:**  Hybrid working, with three days a week either from our head office at Tottenham Hale or at services as needed. Evenings and weekends are sometimes required. | |
| **Scope**  You will work with internal and external professionals, communicating with the people we support, their families, carers, employees, and other stakeholders. | |

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| **Person Specification** | |
| **Essential minimum requirements** | **Desirable** |
| Educated to at least “A” level standard | Marketing qualification |
|  | Educated to degree level or equivalent |
| **Experience, Knowledge and Understanding** |  |
| Experience of planning, implementing and evaluating successful marketing activities | Experience of working within the charity, housing or social care sector |
| Ability to deliver internal and external communication strategies | Experience creating and editing video content |
| Commitment to empowering of people with learning disabilities and autism. | At least 2 years’ experience of working in a marketing and/or communications role |
| A willingness to build on knowledge in all areas of work |  |
| Excellent attention to detail |  |
| Excellent time and work management skills |  |
| Ability to create and maintain strong working relationships with internal and external stakeholders |  |
| Creative thinking, using initiative and finding practical solutions to problems |  |
| Able to work collaboratively to agreed goals and take instruction. |  |
| Strong written communications skills |  |
| **Technical Experience** |  |
| Able to demonstrate high level of IT literacy, including using databases, Microsoft office. | Experience of managing intranet / web design and content |
| A strong grasp of social media platforms and tools, including TikTok, Instagram, Facebook, LinkedIn, Twitter, and Hootsuite. | Experience using Workplace. |