



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)
- Write, edit and proofread marketing material for use in different channels
- Oversee and update the website(s)
- Support additional tasks and projects as needed to assist the Marketing and Communications team.
- Participate in "Welcome days" to introduce new staff to Workplace
- Update intranet and website as needed
- Ensure Workplace staff records are up to date
- Help design and deliver communication training sessions for staff teams.
- Assist with the organisation of conferences and events
- Assist with creating marketing materials and identifying marketing opportunities
- Provide administrative support, including research and responding to enquiries to support the New Business Team.
- Provide fundraising support. Research and identify funding opportunities, particularly for Nutley Edge, our holiday, respite, and activity centre for disabled adults.
- Prepare and submit funding applications, ensuring alignment with funding criteria.
- Cultivate relationships with charitable trusts and potential funders.
- Provide statistical evidence and reports to monitor and evaluate funding objectives.
- Analyse the impact of marketing campaigns and prepare measurement reports
- 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.

Person Specification

Essential* requirements	Desirable
Educated to at least "A" level standard, preferably in Business, English, and Maths.	Marketing qualification or certification
Some experience in a marketing or communications environment	A degree, preferably in marketing, business, journalism or English.

Experience of planning, implementing and evaluating successful marketing activities	Experience of working within the charity, housing or social care sector
Excellent written and verbal communication skills to produce briefs, newsletters, presentations to communicate with stakeholders in a clear, meaningful and effective way.	Experience creating and editing video content
Commitment to empowering of people with learning disabilities and autism. Demonstrates diplomacy, sensitivity and empathy with the issues of disability.	Established experience of working in a marketing and/or communications role
A willingness to build on knowledge in all areas of work	Experience of managing intranet / web design and content
Strong time-management skills, attention to detail and ability to work collaboratively and independently.	Understanding of analytics and reporting systems, including Google Analytics, to interpret and improve performance
Ability to create and maintain strong working relationships with internal and external stakeholders	Experience in supporting the delivery of marketing training programmes and the production of training and best practice guides.
Creative thinking, using initiative and finding practical solutions to problems	
A strong grasp of social media platforms and tools, including TikTok, Instagram, Facebook, LinkedIn, Twitter, and Hootsuite.	
Able to demonstrate high level of IT literacy, including using databases, Microsoft office.	
Provide administrative support, including research and responding to enquiries to support the New Business Team.	
<p>* As an employer, who aspire to become Disability Confident Committed, we aim to ensure that a fair and proportionate number of disabled applicants that meet the minimum criteria for this position will be offered an interview. Please indicate clearly at the beginning of your supporting statement if you have a disability (as defined by the Equality Act 2010), and you wish to be considered for an Offer Of an Interview (OOI)? Please note that the OOI is available to disabled candidates only. Regrettably, any false declaration of disability in order to secure an interview will impact on your overall application</p>	