

**Post:** Communications and Marketing Officer

**Summary of Terms and Conditions**

**Hours:** Part time - 18.5 hours a week

**Contract:** Initially for 12 months

**Salary: pro rata £22,200 – 23,000 (equates to £11,100 – 11,500 part time) + employee benefits**

**Expenses:** Staff may claim travel expenses

**Based:** The Rainbow Centre’s main Hub in Penley

**Report to:** Chief Officer

We are advertising for a **Day Opportunities Manager** to

**Subject to:** DBS and satisfactory references

**Deadline for applications:** Tuesday 10th November 2020

**GUIDANCE NOTES**

This information is available in large print. Other adjustments to the application and interview process can be made, based on your needs.

*General Information:* Thank you for your interest in this vacancy. You will find enclosed a job description, person specification and competency profile, together with an application form.

The information you provide in your application is the only information we will use in deciding whether or not you will be shortlisted for an interview.

**Job Description and Person Specification:**

The vacancy advertised is based on the job description which lists the main duties of the post. The person specification describes the skills, experience and knowledge we are looking for. Please read these carefully so that you know what the job involves and the range of expertise required. It is appreciated that the successful applicants will not necessarily have *all* the experience sought, but the selection process will be seeking in candidates the potential to develop any outstanding skills.

**Short-listing and selection**

After the closing date, all applications will be considered to see how each candidate’s skills and experience relate to the job requirements. Applicants who meet these requirements will be invited to attend an interview.

The interview is intended to allow the candidate to expand on his/her application and to show how far they meet the requirements of the post. Candidates will have an opportunity to ask questions about the job, The Rainbow Centre, conditions of employment, etc.

There will be a record of the assessment at interview of each candidate so that the reasons for their decision are clear, consistent and justifiable. Candidates will be informed about the outcome of the interview as quickly as possible.

All job offers are made subject to satisfactory references and an enhanced DBS check, which will be sought once an offer has been made. Once these have been received, the offer will be confirmed.

**Communications and Marketing Officer**

1. **Background**

**About the Rainbow Centre**

The Rainbow Centre is an award-winning local charity working to improve the Health and Wellbeing of our communities across Wrexham and South Shropshire.

​

Many of our services are delivered from our community hubs in Penley and Marchwiel.  We also deliver Social Prescribing across all GP Surgeries in Wrexham and provide Community Outreach across Wrexham Maelor South.

​

Our Aim is to improve the health and well-being of our communities. We provide support, services and facilities that can empower people of all ages to retain as much independence as possible and enable them to access services in their locality.

​

We believe in a society where people have the opportunity to be treated with respect and live fulfilled lives. We promote independent living, positive ageing and have an excellent reputation for providing outstanding services.

**About this new position**

The Communications and Marketing Officer will play a key role in supporting the development of marketing and communications at the Rainbow Centre which is a medium sized, but growing, charity.

This is an exciting new position which has been brought forward in light of Covid-19 and the need for the Rainbow Centre to have a stronger online presence to market our services and continue to support the communities we serve.

We are in the process of redesigning our website and developing clear branding guidelines with support from a creative design and marketing company. You will be required to ensure the guidelines are adopted across the organisation and develop our marketing and communications strategy. Reporting to the Charities Chief Officer, the post provides a great opportunity to gain meaningful experience in of the charity sector.

1. **Key Responsibilities and Duties**

**Marketing and Communications**

• Ensure the Charity’s profile is maintained and maximised where possible in target areas. Focus on and research how they can improve their visibility. Help develop and maintain relationships with local media and other key organisations.

• Devise and implement a strategy with an annual communications and appeals calendar, growing our outreach, and maintaining existing and building new support.

 • Tailor communications for audience specific fundraising and build support for the cause through targeted profile raising.

 • Evaluate the existing social media and research other relevant social media streams. Look at how the charity can promote their work, and along with analytics, use findings to inform and develop a social media plan to increase online presence across a range of platforms.

 • Create content for social media, website, newsletter, service leaflets and press releases. Securing media coverage through proactive promotion of the Rainbow Centres work.

 • Schedule social media posts on Twitter, Facebook, LinkedIn and Instagram.

• Maintain / update the photo library to pick out the strongest images to use in communications

 • Support with keeping the media presence up to date, including the charity website and across social media platforms.

 • Take responsibility for quarterly newsletters, with guidance, drafting articles and blogs for supporters, incorporating news from the wider team.

**Fundraising Support**

• Support the development of the fundraising strategy through your research of digital platforms.

• Assist the CO in writing grant applications and subsequent evaluations to Trusts and Foundations

• Research as requested by the CO. This may include researching trusts, local and regional companies, community groups, universities.

**Additional duties**

 • Represent the charity at formal / informal fundraising and networking events and other charity functions with the CO.

• Support wider activities of the Charity, including assisting with fundraising events, open days, wellbeing events and, at the AGM.

**The Person:**

• A strong interest in communications / marketing with some relevant experience

• Experience in and knowledge of using social media and digital marketing

• Be a strong communicator, both written and verbal

• Self-motivated and able to use initiative.

• Enthusiastic, hardworking with a ‘can-do’ attitude.

• Good organisational and logistical skills.

• Ability to prioritise your workload, develop and manage an individual work plan.

• Good interpersonal skills, with the ability to work both as a team player and independently

• A willingness to learn and a willingness to share skills you may possess that members of our team can learn from

• Curiosity and interest in looking at how other similar charities are developing their fundraising and marketing strategies

1. **Person specification**

|  |  |  |
| --- | --- | --- |
|  | *Essential* | *Desirable* |
| Experience |  |
| Experience in marketing and communications |  |  |
| Knowledge of using social media and digital marketing  |  |  |
| Experience of fundraising or charitable income generation activity |  |  |
| Skills & Abilities (see competency profile) |  |
| Strong communicator - both written and verbal |  |  |
| Self-motivated and able to use initiative |  |  |
| Enthusiastic, hardworking with a ‘can-do’ attitude. |  |  |
| Good organisational and logistical skills.  |  |  |
| Good interpersonal skills, with the ability to work both as a team player and independently |  |  |
| A willingness to learn and a willingness to share skills you may possess that members of our team can learn from |  |  |
| Curiosity and interest in looking at how other similar charities are developing their fundraising and marketing strategies |  |  |
| Ability to prioritise your workload, develop and manage an individual work plan. |  |  |
| Self-awareness with effective communication and interpersonal skills |  |  |
| Adapting to change and recovers quickly from setbacks |  |  |
| Good IT skills including MS Office, Social Media Channels, Word Press |  |  |
| Professional competence |  |  |
| Knowledge & Qualifications |  |
| A relevant qualification in marketing and communication (or equivalent experience) |  |  |
| Understanding of charity and direct marketing legislation, General Data Protection Regulation and Chartered Institution of Fundraising Guidelines |  |  |
| Able to demonstrate understanding of the challenges of vulnerable and older people living  |  |  |
| Other Requirements |  |
| Willingness to undergo necessary training and development |  |  |
| Capacity to travel across Wrexham |  |  |
| Hold a current British driving license |  |  |
| Willingness to work outside normal office hours when required |  |  |
| Subject to an enhanced DBS Check |  |  |