



JOB DESCRIPTION

Marketing and Communications Officer

Job title:	Marketing and Communications Officer
Reporting to:	Fundraising Manager
Direct Reports:	None
Hours:	Part time – 25 hours a week
Salary:	£24,000 pro rata
Contract:	1 year with the potential to become permanent
Location:	Wormingford, Colchester, Essex

MAIN PURPOSE

Proactively support the Fundraising Manager to ensure Re-Cycle is positively and consistently marketed to its supporters, donors and followers. Workload will vary with lots of opportunity to work across all marketing disciplines.

PRINCIPAL RESPONSIBILITIES

- Manage the posting of regular social media content across all platforms including Facebook, Instagram, Twitter and TikTok
- Respond to messages and comments on social media
- Be responsible for digital marketing campaigns for all social media platforms
- Create and send supporter newsletters, press releases and other external communications
- Build relationships with local media and keep contact lists up to date
- Represent Re-Cycle in public media such as radio, TV interviews etc.
- Manage Re-Cycle's website to ensure all content is current and up to date and liaise with other team members to ensure website content is accurate
- Produce engaging content for email marketing campaigns, working with the different teams and aligning with the business strategy.
- Manage all marketing and communications administration
- Report on analytics and data from campaigns
- Review new technologies and keep the charity at the forefront of developments in digital marketing
- When relevant/possible, attend networking events both online and in person
- Assist the Fundraising Manager with organising events e.g., cycling fundraising events, marketing events
- Source appropriate marketing materials in line with set budgets and in agreement with the budget holder
- Attend events and help build partnerships
- Liaise with design agency and printers to order new printed materials
- Answer and direct phone calls as and when necessary
- Undertake such other tasks as may be required by and agreed with your line manager



GENERAL RESPONSIBILITIES

- In collaboration with the Fundraising Manager, ensure that the charity is following the fundraising code of conduct and is marketing ethically
- To adhere to Re-Cycle's Equality and Diversity policy in all activities and actively promote equal opportunity wherever possible
- To be responsible for your own health and safety and that of your colleagues in accordance with Health and Safety legislation and Re-Cycle policies and procedures
- Any other duties as directed by and agreed with line manager

TRAVEL & UNSOCIAL HOURS

- The post will require some travel within the UK and occasional evening and weekend work, e.g. at trustees meetings or fundraising events. Time off in lieu will be given for this, in agreement with your line-manager.
- The post may also require some overseas travel, to visit partner organisations. All time spent overseas will be considered to be part of a normal working week, for which there is no time off in lieu.

The responsibilities of this post and reporting structure will be periodically reviewed.
(If applicable) This post is subject to a Criminal Records check. In the event of a successful application a Disclosure report will be sought.



PERSON SPECIFICATION – Marketing and Communications Officer

Requirements	Essential	Desirable
Educational/Professional Qualifications	<ul style="list-style-type: none"> ● This post requires experience rather than professional qualifications 	<ul style="list-style-type: none"> ● Preferably educated to degree level
Experience	<ul style="list-style-type: none"> ● Experience in working as part of a communication/marketing team ● Experience of social media platforms ● Experience in web editing and email marketing software ● Database experience ● Mailchimp experience 	<ul style="list-style-type: none"> ● A Digital Marketing qualification is preferred ● Experience of working in the charity sector
Skills/Abilities	<ul style="list-style-type: none"> ● Excellent verbal and written communication skills with particular attention to detail ● Ability to develop relationships internally and externally ● Ability to work as part of a team – the role requires collaboration with both managers and peers ● Excellent IT skills, including the ability to use databases to manage donor relations ● High level of organisational skills ● Ability to work flexibly ● Be a team player ● The post holder must be self-motivated and able to work on his/her own initiative 	