

## JOB DESCRIPTION



### Marketing and Communications Officer

<b>Job title:</b>	Marketing and Communications Officer
<b>Reporting to:</b>	Director
<b>Direct Reports:</b>	None
<b>Hours:</b>	Part time – 2 days a week
<b>Salary:</b>	£24,000 pro rata
<b>Contract:</b>	Permanent
<b>Location:</b>	Home based with regular visits to the office in Wormingford, Colchester, Essex

#### MAIN PURPOSE

To support the Digital Fundraising Lead role, ensuring that Re-Cycle is positively and consistently marketed and communicated to its supporters, donors and followers. Workload will vary with lots of opportunity to work across all marketing and communications disciplines.

#### PRINCIPAL RESPONSIBILITIES

- Manage the posting of regular social media content across all platforms including Facebook, Instagram, Twitter, TikTok and LinkedIn
- Respond to messages and comments on social media
- Be responsible for digital marketing campaigns for all social media platforms
- Create and send supporter newsletters and other external communications
- Manage the Re-Cycle website to ensure all content is current and up to date
- Produce engaging content for email marketing campaigns, working with the different teams and aligning with the business strategy
- Report on analytics and data from campaigns
- Manage any marketing and communications administration
- When relevant/possible, attend networking events both online and in person
- Liaise with other members of staff to ensure the website content is accurate
- Review new technologies and keep the charity at the forefront of developments in digital marketing
- Assist with organising events e.g., cycling fundraising events, marketing events
- Attend events and help build partnerships
- Build relationships with local media and keep contact lists up to date
- Creatively design content and materials for promotional campaigns
- Undertake such other tasks as may be required by and agreed with the line manager



## **GENERAL RESPONSIBILITIES**

- In collaboration with the Digital Fundraising Lead, ensure that the charity is following the fundraising code of conduct and is marketing ethically
- Adhere to Re-Cycle's Equal Opportunities policy in all activities and actively promote equality of opportunity wherever possible
- 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 or weekend work, e.g., at promotional talks and presentation 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.

## PERSON SPECIFICATION – Marketing and Communications Officer

Requirements	Essential	Desirable
Educational/Professional Qualifications	<ul style="list-style-type: none"> <li>● This post requires experience rather than professional qualifications</li> </ul>	<ul style="list-style-type: none"> <li>● Preferably educated to degree level</li> <li>● IOF qualification</li> </ul>
Experience	<ul style="list-style-type: none"> <li>● Experience in working as part of a communication/marketing team</li> <li>● Experience of social media management across all platforms plus demonstrable use of google analytics and SEO</li> <li>● Experience in web editing and email marketing software</li> <li>● CRM database experience</li> <li>● Mailchimp experience</li> <li>● Creative campaign and promotional design experience</li> </ul>	<ul style="list-style-type: none"> <li>● A Digital Marketing qualification is preferred</li> <li>● Experience of working in the charity sector</li> </ul>
Skills/Abilities	<ul style="list-style-type: none"> <li>● Excellent verbal and written communication skills</li> <li>● Ability to develop relationships internally and externally</li> <li>● Ability to work as part of a team – the role requires collaboration with both managers and peers</li> <li>● Ability to write clear jargon-free copy reflecting the Re-Cycle brand and values</li> <li>● Excellent IT skills, including the ability to use databases to manage donor relations</li> <li>● Excellent attention to detail</li> <li>● High level of organisational skills</li> <li>● Ability to work flexibly</li> <li>● Be a team player</li> <li>● The post holder must be self-motivated and able to work on his/her own initiative</li> </ul>	<ul style="list-style-type: none"> <li>● Experience of Facebook Business Manager, Google analytics, Mailchimp and Wordpress</li> <li>● Experience in film and podcasts</li> </ul>

