

Role Profile

Job Title:	Marketing and Communications Officer
Based:	The Stables
Hours:	Full Time – 37 hours per week
Contract:	9 months fixed term contract with scope for extension
Reporting to:	Marketing and Communications Manager
Remuneration:	£27,000 - £29,000 plus benefits (dependent on experience)
Direct Reports:	None

Job Purpose:

Work with the Marketing and Communications Manager across online and offline channels to produce compelling content, engage audiences and grow the reach of Launchpad.

Key Responsibilities

- Work with the Marketing and Communications Manager to create and execute integrated marketing and communications plans to support fundraising events, campaigns and third party fundraising.
- Manage and create content for Launchpad's social media channels (Facebook, Instagram, LinkedIn and Twitter) - engaging supporters with compelling organic and paid-for content, and growing the Launchpad community.
- Edit and create new content, and source images, for Launchpad's website (WordPress and Elementor).
- Produce and disseminate Launchpad's monthly enewsletter (MailChimp).
- Support the Marketing and Communications Manager with storytelling – including conducting client interviews and producing case studies; communicating the work of Launchpad's support teams; and promoting fundraising successes.
- Build and maintain the charity's resources library - including event and stock photography; a bank of case studies and quotes; consent forms; and impact statistics.
- Use analytics tools and provide quarterly reports for website activity (Google Analytics), press coverage, social media engagement, and newsletter open and click rates.
- Crop and edit photography and graphics (Adobe CC).
- Support with brand guardianship - ensuring brand and house style consistency across all marketing and communications outputs and advising colleagues across the organisation.

General Responsibilities

- Assist in the awareness-raising of homelessness and the needs of homeless people in the wider community.
- Liaise with external suppliers, agencies and freelancers, as required.
- Keep up to date with best practice within the charity sector – particularly with changes to digital innovation, legislation and codes of practice.
- Work flexible hours as necessary to meet the needs of the service, contract and customers.
- Proactively promote Launchpad to other organisations and partners across Reading.
- Represent Launchpad at external meetings in a positive, professional manner.
- Attend and participate in internal and external meetings virtually and/or in person, reflective practice, group briefings, 1-to-1's and annual reviews, and qualifications and training courses etc as required.
- Assist with the development of policies, procedures and practices in relation to departmental activities as required.
- Observe Launchpad's values of Respect, Empower, Integrity and Influence by working positively as part of a team delivering vital high quality services to promote a working culture where all are valued and encouraged.
- Operate within the framework of policies and procedures adopted by Launchpad.
- Undertake any other duties commensurate with the role.

Person Specification

Knowledge, Skills and Behaviours

- Excellent copywriting skills.
- Excellent attention to detail.
- Strong interpersonal skills, with the ability to communicate effectively at varying levels within the organisation, as well as with external suppliers and stakeholders.
- Strong project management skills with an ability to prioritise, manage a varied workload and work to deadlines.
- Able to sensitively manage the complex topic of homelessness and its causes.
- Willing and able to work collaboratively as part of a small team, as well as independently.
- Willingness to work flexibly, including occasional evenings and weekends to support events.
- Passion for preventing homelessness and an interest in the cause.

Experience

- Range of experiences working within marketing and communications, ideally for the charity sector.
- Rolling out integrated marketing and communications plans across online and offline channels with successful results.
- Comprehensive digital experience including:
 - ❖ Managing and creating engaging content for social media channels, including paid-for
 - ❖ Creating, editing and publishing website content via content management systems, e.g. WordPress
 - ❖ Using analytics (including Google Analytics) to report activity and trends
 - ❖ Producing and sending audience-relevant content via email marketing platforms eg, MailChimp.
- Telling compelling stories about an organisation's services, supporters and clients.
- Managing a Google Ad account and Google Ad Grants (desirable).
- Interviewing vulnerable people with great discretion and care (desirable).
- Using Adobe CC software to edit photography and graphics (desirable).

Education, Qualifications and Training

- Five GCSEs including English and Maths at grade C or above.
- Holds a marketing or communications degree (desirable).