

<b>Job title</b>	<b>Marketing and Communications Officer (maternity cover)</b>
<b>Purpose</b>	<b>To ensure that Heart of Bucks has a strong and coherent public profile which supports and promotes positive engagement from our target audiences.</b>
<b>Responsible to</b>	<b>Operations Manager</b>
<b>Salary</b>	<b>Up to £27,500 per annum</b>
<b>Job type</b>	<b>Full or part time 28 – 37 hours p/w (12 months fixed term)</b>
<b>Location</b>	<b>Aylesbury, Buckinghamshire. Travel around Buckinghamshire and occasionally outside the county</b>
<b>Closing date</b>	<b>Sunday 6th October 2019</b>

## **MAIN DUTIES**

### **Communications - General**

- Working with the CEO and Operations Manager to implement an imaginative and inspiring communications strategy that aligns with the organisational strategic plan. To include but not limited to:
  - Website management/development
  - Brand messaging
  - Social media communications
  - Design and production of materials
- Promote and develop the Heart of Bucks profile and brand through internal and external communications, publications and online
- Work to ensure the consistency of branding and external messaging
- Develop, create and maintain brand materials such as leaflets, information brochures, newsletters, website content, reports, specific information and any other mediums that promote and communicate the Heart of Bucks vision and activities
- Deliver bespoke communication materials for targeted marketing campaigns or events
- Support the organisation to build and maintain key relationships with the press and other media channels, creating relevant articles and/or press releases as required

### **Website and social media**

- Maintain and edit the HoB website ensuring that it is engaging, relevant and supports the communications strategy
- Ensure the HoB message is communicated regularly and clearly through social media channels in support of the overarching strategic aims
- Where appropriate, to use SEO optimisation and relevant website analytics to ensure the maximum effectiveness of the website

## Events

- Work with the Operations Manager to organise and deliver internal and external conferences and events

## Record keeping, reporting and research

- Make full use of CRM marketing tools and online marketing tools ensuring that supporter and marketing data is kept up to date and relevant
- Maintain a relevant library of pictures and stories, ensuring appropriate consents are in place
- Monitor and report on campaign success and/or improvements
- Undertake research into best practice in fundraising and communication activity including fundraising regulator and Information Commissioners Officer requirements. Make recommendations that will support HoB to work to these standards
- Keep own knowledge and skills up to date with current communications and marketing practice

## Other duties (to include but not limited to):

- Represent HoB as an effective ambassador and present to key audiences when required
- Attend meetings with the relevant staff, committees and trustees to develop and strengthen the role and gain support where required
- To support other teams or individuals where required to ensure that the foundation operates smoothly
- General administrative support to the HoB team to ensure that the foundation operates smoothly including:
  - Meeting and greeting visitors and guests
  - Answering the telephone, responding to enquiries and re-directing as necessary
  - Undertake regular training to develop the role
  - Other ad-hoc duties as required

## Person specification

	Essential	Desirable
<b>Qualifications</b>		
Relevant degree level qualification		<b>X</b>
Professional qualification e.g. CIM		<b>X</b>
<b>Knowledge</b>		
Experience of developing and implementing marketing and communications plans	<b>X</b>	
Knowledge of marketing techniques, public relations and working with the press	<b>X</b>	
Knowledge of website management (Wordpress) and social media channels	<b>X</b>	
Knowledge of design and marketing packages e.g. Adobe InDesign, DotMailer or similar	<b>X</b>	
Experience of using Salesforce (or similar CRM systems)		<b>X</b>
Knowledge of the voluntary/community sector in Bucks		<b>X</b>
Knowledge of the local business community		<b>X</b>
Understanding of the need for confidentiality and discretion with sensitive information	<b>X</b>	
<b>Skills</b>		
Previous experience in a similar role		<b>X</b>

Excellent strategic planning skills	<b>X</b>	
Excellent interpersonal skills, able to work with a variety of internal and external stakeholders	<b>X</b>	
Excellent organisational and administrative skills: The ability to manage multiple priorities, work well under pressure and meet deadlines	<b>X</b>	
<b>Personal attributes</b>		
Enthusiastic and enjoys a new challenge	<b>X</b>	
Outward-looking, open personality, capable of inspiring trust in people	<b>X</b>	
Self-motivated, flexible and responds positively to opportunities	<b>X</b>	
Commitment to work as part of a strong team	<b>X</b>	
<b>Other</b>		
Full Driving licence, able to travel in Bucks	<b>X</b>	
Ability to work out of hours (time off in lieu)	<b>X</b>	

Please e-mail your cv and a covering letter to [Carolyn@heartofbucks.org](mailto:Carolyn@heartofbucks.org) outlining why you think you are suited to the position and explaining how you fulfil each element of the person specification with reference to your experience, skill, and knowledge gained in employment, voluntary work, studying, or a personal setting.

Heart of Bucks is committed to equality of opportunity and celebration of diversity and are signatories to the Mindful Employer Charter. We take great care to ensure that our actions as an employer reflect our ethos. We actively promote equality of opportunity and welcome applications from a wide range of candidates. We select all candidates for interview based on their skills, qualifications and experience.

Applicants with “unspent” convictions are asked to disclose this as part of their covering letter so we can work with you to assess what impact (if any) this may have on your potential employment with us.

Whilst we would prefer a candidate who is able to work five days per week, we would consider other work patterns for the right candidate.

Closing date for applications is 6<sup>th</sup> October 2019. Interviews for short-listed candidates will take place in the week commencing 14<sup>th</sup> October 2019.

We reserve the right to withdraw this advert at any time due to high volumes of applications.