



Communications and Marketing Coordinator

Job Title:	Communications and Marketing Coordinator
Salary:	£ 27,815 - £30,531 FTE (Pro Rata'd to 21 hours)
Responsible to:	Central Services Manager
Hours of Work:	21 hours per week (evening and weekend work as needed)
Place of Work:	Remote working and Community Works Office Brighton
Annual Leave entitlement:	28 days per year (pro rata) plus Bank Holidays
Pension:	5%
Contract:	Fixed-term for 6-months with the possibility of extension
Notice period:	4 weeks

Main Purpose of the Job:

To oversee preparation of and development of newsletters, social media posts, press releases, website content and other public communications. To take the lead on and write website content for a new website development project. To work with the website design company on the design / content / user journey of the new website, communicating and consulting with staff / volunteers and members. To work with other staff of the Community Works teams on their communications needs. To work with the VCS membership organisations of Community Works and other VCS organisations to share relevant information.

Main Job Description

1. Ensure that the organisation maintains a high, positive public profile and is promoted in the local media, to potential funders, beneficiaries, partners and the local community.
2. Work with the Central Services Manager / team and wider management and staff teams to oversee the development / writing / editing of new content material for the new CW website.
3. Liaise with the website developers on the content, design, site structure and user journey and user experience for the new website, communicating plans and consulting with staff, volunteers and members.
4. In line with our communications and marketing strategy, contribute to the development of member engagement and communications activities / systems and promote member services.
5. Work with the Central Service team and Manager, the Management team and wider staff & volunteer teams to co-ordinate communications about events, networks and activities including contributing to the Annual Report
6. Support the CEO with the development of design work for reports and projects where needed

7. Work closely with the Volunteer Coordinator to develop and support the comms volunteer teams and work
8. Attend and lead on regular volunteer comms meetings
9. Oversee the day-to-day support functions, including supervision, of the comms volunteer team across the organisation
10. Work with the staff team to develop case studies and other evidence to illustrate the impact and value of our work.
11. Working with the Central Service Manager and the wider staff and volunteer teams:
 - a. Plan, design and deliver communications with members and participants
 - b. Plan design and deliver communications with external stakeholders
 - c. Edit, develop and maintain electronic and paper-based communications including email and discussion lists, social media, newsletters, leaflets and the website
12. Oversee the development and delivery of publicity materials, for events and publications
13. Support the communications development and delivery of the events programme
14. Work with the rest of the team to ensure effective administration processes are in place for audit trails for all project funders.
15. Update and implement policies and procedures.
16. Advise on communications needs and areas for development based on the strategic and Business Plan for the organisation.
17. Oversee any development on the current organisational Communications and Marketing strategy
18. Develop communication between Reps, networks and the wider sector, and help develop the existing mechanisms for this.
19. Promote membership and involvement and undertake outreach to members and participants and the wider sector

General responsibilities

20. Use ICT for general administrative duties including word processing, spreadsheets, email and databases
21. Keep up to date with national, regional and local developments which affect the VCS.
22. Attend and participate in team meetings, supervision, appraisals and ad hoc meetings as required
23. Work in accordance with our values, policies and procedures.
24. Work in accordance with our equal opportunities and diversity framework.
25. Work in accordance with our safeguarding of children and adults policy and practice.
26. Prioritise work, work to deadlines and work under pressure.
27. Self-manage and work as part of a team.
28. Carry out other duties appropriate to the role, responsibilities and grading of the post.

Person specification

1. Deliver and edit a range of high-quality communications materials including website, newsletters, social media and other promotional materials.
2. Undertake or oversee design work
3. Maintain systems and processes that facilitate the effective delivery of the organisation's activities and services in relation to all comms and marketing.
4. Have a high level of IT literacy, particularly in relation to databases, Microsoft Office, websites and social media
5. Be an effective communicator in both verbal and written forms and communicate effectively at all levels and with a diverse range of individuals and groups.
6. Understanding of participation and of engagement with seldom heard groups
7. Work in and/or demonstrate good understanding of issues that are important to the community and voluntary sector.
8. Work quickly and accurately under pressure and manage a varied workload.
9. Be pro-active and self-starting in the development of projects.
10. Commitment to Community Work's values, policies and procedures including equality, diversity and good customer service.