



Job Description

Job Title	Communications & Marketing Manager
Reports to	Chief Executive
Salary	£30,000

Job Purpose

- To ensure that Gateway Family Services maintains a clear brand that is in line with our values and ethos
- As a member of the organisations management team steer all marketing and communication activity
- To write, edit, co-ordinate and publish content across various channels, including web site, social media, video and print maintaining a clear and consistent organisational voice.
- To plan and implement communications and marketing campaigns
- To have a clear understanding of who our audiences are and work with our services to effectively engage them

Duties and Key Responsibilities

- Ensure all communication is well written, relevant and contains suitable imagery
- They will be responsible for managing our web site and all social media profiles and for ensuring that the content uploaded enhances our digital presence. This will include planning social media campaigns to support service priorities
- Ensure consistency in messages coming out from different services and on different platforms, making sure we maintain a clear and identifiable voice
- Work with frontline staff teams to encourage and facilitate the creation of media content and products in a variety of digital and physical formats
- Design content with a view to search engine optimisation
- Promote social media use throughout the company and increase the confidence of staff to post content
- Deliver in-house communications and social media training
- Assist in increasing use of the Impact Assessment App amongst outreach staff, helping them see how to use most effectively and understand the value that this can bring by using the content
- Support us in linking what we already do to wider national public health campaigns related to the sector, e.g. Stoptober, Mental Health Awareness week, Campaign Against Loneliness
- Provide communications support for campaigns and events, to include contributing ideas at planning stage, marketing and operational support
- They will have some graphic design skills and a practical understanding of which file formats to use where, how to download the templates and edit them etc

Personal Specification – Communications & Marketing Manager

<u>ATTRIBUTES</u>	<u>ESSENTIAL CRITERIA</u>	<u>DESIRABLE CRITERIA</u>	<u>HOW MEASURED</u>	<u>COMMENTS</u>
Qualifications/ Training	<ul style="list-style-type: none"> • Good standard of English and Maths 		<ul style="list-style-type: none"> • Application Form • Certificates 	
Experience	<ul style="list-style-type: none"> • Practical experience of designing marketing and presentation materials • Knowledge of how to communicate with diverse audiences and audiences at all levels • Knowledge of how to effectively market new services/initiatives • Designed marketing graphics for social media 	<ul style="list-style-type: none"> • Delivering training/leading group work • Experience of devising successful social media and marketing campaigns – maybe in desirable 	<ul style="list-style-type: none"> • Application Form • Interview 	
Skills & Abilities	<ul style="list-style-type: none"> • Practical knowledge and use of useful tools (Wordpress, mailchimp, canva being some examples) • Advanced working knowledge of Microsoft office suite (word, excel etc) • Proficient in the use of Social Media • IT competent using a range of Microsoft packages and online tools • Good organisational skills • Ability to manage own time and workload • Ability to work on own initiative 	<ul style="list-style-type: none"> • Photography skills • Ability to edit pictures 	<ul style="list-style-type: none"> • Application Form • Interview 	
Personal Attributes	<ul style="list-style-type: none"> • Excellent interpersonal skills • Tenacious approach with the ability to see creative solutions to problems • High level of attention to detail and accuracy • Ability to work with staff across the organisation 	<ul style="list-style-type: none"> • Demonstrates an interest in and knowledge of the wider health and social care agendas • And has an understanding of the public health system 	<ul style="list-style-type: none"> • Interview • References 	
Special Conditions	<ul style="list-style-type: none"> • Commitment to personal development • Able to work flexibly • Able to be the On Call Manager (as part of a rota system) • Occasional evening and weekend work required • Willingness and ability to travel across Birmingham and the wider West Midlands in line with new and existing business • Eligibility to work in the UK 		<ul style="list-style-type: none"> • Documents from List 1 or List 2 • References • Interview 	
Other Comments				