

# Communications & Marketing Officer

## Position Description

The CMO oversees the Charity's communications & marketing strategy and designs, implements, and supports the arrangements to deliver it.

## Major Areas of Responsibility

- Communications and marketing and advising thereon
- The Charity's website and social media presence
- Printed literature including Newsletters, posters, and mailshots
- Surveys and Campaigns
- Contacts and Membership database
- Promotional videos (YouTube)

## Primary Objectives

The purpose of this role is to manage and support the marketing and communications activities of Irish Community Services. You will be expected to construct a marketing plan for the organisation incorporating all services and targeting all age ranges in collaboration with the Director.

## Specific Responsibilities of the Job

- Manage regular updates on social media, and via e-mail and newsletters
- To maintain and update the charity's website.
- To help support appeals and fundraising campaigns online and manage the analytics of such campaigns.
- To undertake telephone duties and deal with and maintain records of incoming / outgoing mail.
- To maintain the organisation's contacts database, for mail outs, newsletters, emails and more.
- To produce and manage a communications and marketing budget
- Support all services within the organisation with advertising their services, social media updates, and blog posts.

- To provide support to staff and volunteers with media such as service user newsletters and leaflets
- In conjunction with the Director and Trustees to liaise with local and national media to maximise the public profile of Irish Community Services.
- In conjunction with the Director and Trustees, to maintain and develop service literature for the organisation
- To maintain a range of positive images including videos and photographs to aid public profile promotion
- To help and support, and promote all events and functions organised by the organisation.
- To help and support with mail outs and communications with all stakeholders, including major donors.
- To co-ordinate the membership benefits programme.
- To identify problems and deliver solutions and spot marketing opportunities.

## Required Knowledge, Skills, and Abilities

- Substantial related experience in communications and social media
- Ability to manage multiple communication projects at the one time
- Excellent interpersonal skills.
- Knowledge and experience of Website development and management
- Familiarity with social media platforms and how to run campaigns
- Awareness of how people are best “reached” for the communication desired
- Confidence in supporting people of all ages and abilities.
- Above average verbal, written and presentation skills.
- Ability to work effectively both independently and as part of a team.
- Experience using computers for a variety of tasks.
- Competency in Microsoft applications including Word, Excel, PowerPoint, and Outlook.
- Ability to work within tight deadlines.
- Ability to resolve conflict and mediate in disputes.
- Ability to remain calm under pressure
- Ability to organise and manage own workload and manage time effectively
- Ability to integrate the requirements of the organisation, colleagues, and line manager into own operational activities.
- Ability to integrate the project into the organisation’s community engagement framework
- Knowledge and understanding of Communications Theory and practice

## Education and Experience

- Degree or equivalent experience.

## Work Environment

This is a part –time position and you will be expected to deliver against the job requirements over an average of 25 hours per week.

The remuneration is £15 per hour. Annual leave is 25 days per leave year pro rata exclusive of bank holidays. Core hours are between 10am and 4pm.

You will be enrolled in a workplace pension. Arrangements for annual leave and other leave will be in accordance with the standard terms of employment of the charity.

The post is fixed term until the end of June 2022.

## Conclusion

For a discussion or application form please contact Shauna Mulligan at [director@irishcommunityservices.org.uk](mailto:director@irishcommunityservices.org.uk)