

JOB DESCRIPTION

December 2020

Job Title	Communications and Marketing Officer
Department / Team	Communications
Responsible to	Communications Manager
Responsible for	None

Job Summary

This role is responsible for carrying out Marketing and Communications activities and for supporting the delivery of campaigns and events, including creating content or liaising with creative agencies.

The post holder will ensure that communications materials (digital and print) reflect Hightown’s mission, values and brand.

Key Responsibilities

Digital Services

1. Develop and maintain Hightown’s online presence, including but not limited to:
 - a. Posting and responding to messages on social media (Twitter, LinkedIn, Facebook, Instagram)
 - b. Maintaining Hightown’s website content and self-service portal content.
 - c. Maintain Hightown’s Intranet.

2. Use analytics, surveys and reports to measure the effectiveness of Hightown’s communications.

Marketing

- Carry out marketing activities, including but not limited to:
- a. Listing adverts on Hightown’s website and other advertising portals.
 - b. Advertising through social media (e.g. jobs, properties, vacancies).
 - c. Designing e-shots and email newsletters on Hightown's email marketing platform.
 - d. Creating brochures.

Public Relations

1. Develop a range of case studies of residents and service users.
2. Write and issue press releases to the media as required.
3. Arrange, organise and attend external and internal promotional events and openings, which publicise the Association's activities.
4. Submit Hightown for key trade awards.

Corporate Communications

1. Support the production of Hightown's core publications, such as the residents' e-newsletter, staff magazine and annual report. Produce photographic or video content and assist with copywriting.
2. Source and/or produce branded materials for events and campaigns.
3. Assist in maintaining the photo library, stakeholder database, media list and suppliers list.
4. Use analytics, surveys and reports to measure the effectiveness of Hightown's communications.
5. Keep up to date with the latest trends and tools in communications and marketing and make recommendations for how the team could continue to improve.

General

1. Make best use of IT systems within the requirements of this position.
2. To maintain the appropriate level of skills necessary to do the job.
3. Be aware of and meet service and performance standards, including providing excellent customer service internally and externally.
4. Work as a member of a team, attend team meetings and work collaboratively with colleagues to meet objectives of the association.
5. To commit to occasional work outside of typical hours, for example to cover a weekend event.
6. Comply fully at all times with the Association's policies including Equal Opportunities, Data Protection and Health and Safety.
7. To carry out other duties at the request of the Communications Manager or Director of Corporate Services.
8. To participate in the review of this job description when appropriate.

Communications & Marketing Officer

Personal Specification

	Essential criteria	Desirable criteria
Qualifications	Educated to degree level or above or equivalent experience	Relevant professional qualification
Experience	<p>Experience of managing websites and using content management systems.</p> <p>Experience of successfully managing social media platforms.</p> <p>Experience of using the Adobe Creative Suite (InDesign, Illustrator or Photoshop).</p> <p>Successful experience of working across various projects with conflicting deadlines.</p>	<p>Experience in a previous Communications or Marketing role.</p> <p>Knowledge of data protection and other industry regulation.</p>
Abilities and skills	<p>Proficient in MS Office – particularly Word, Publisher and PowerPoint.</p> <p>Excellent written, oral and presentation skills.</p> <p>Creative with an excellent design eye.</p> <p>Good attention to detail and proofing skills.</p> <p>Highly skilled in digital communications, including tailoring content for different social media channels.</p> <p>Knowledge of Adobe design programmes including InDesign and Photoshop and video editing programmes such as Premiere Pro.</p> <p>Ability to summarise data and present reports to different audiences.</p>	<p>Skilled in photography using an SLR camera and /or photo editing skills.</p>

<p>Behaviours</p>	<p>Positive and proactive approach.</p> <p>A friendly, flexible and approachable manner.</p> <p>The ability to develop good working relationships with a wide range of people.</p> <p>Well-organised.</p> <p>Calm under pressure and comfortable working in a busy environment.</p> <p>To be diplomatic and capable of gaining input from a diverse range of people.</p> <p>Valid driving licence and use of vehicle for business use.</p> <p>Willing to attend occasional evening / weekend events.</p>	
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