

Communications and Marketing Officer Job Description

Reporting to: CEO

Salary: SCP 22, Full Time - £26,067.11

Hours, 37.5 hours per week

Key Responsibilities:

Communications:

- Work as part of the Business Services team to develop and implement internal communication strategies to ensure effective information sharing and alignment amongst all staff and other stakeholders.
- Prepare and distribute correspondence, reports, and presentations on behalf of the CEO.
- Develop and implement protocols for managing communication during crisis situations, ensuring transparency, accuracy, and timeliness of information.
- Monitor and analyse communications data to evaluate the effectiveness of strategies and make recommendations for continuous improvement.
- Oversee all external communications including parent and stakeholder communication processes.

Marketing:

- Create a brand identity and ensure consistency and integrity of the brand across all communication channels and materials, including site presentation.
- Oversee the regular creation of content including social media content, marketing literature, newsletters, and website posts for the purpose of promoting Camphill Wakefield.
- Collect information from all key stakeholders (students and graduates, SEND families, Local Authorities, other customers and staff) and use this to inform the update of Mission, Vision and Values, the strategic direction of Camphill Wakefield.
- Rebrand the organisation to align with the updated Mission, Vision and Values.
- Work closely with the admissions team to increase new student enrolment, through external events, open days, professionals' evenings.
- Oversee the external reputation of Camphill Wakefield to increase awareness and admissions enquiries.
- Monitor and analyse marketing metrics to evaluate the effectiveness of strategies and make data-driven recommendations for continuous improvement.

Events:

- Develop, implement and run an events management process across the organisation, including internal and external events. Ensure that all events are run to a high standard and there is post-event reflection and continuous improvement.
- Oversee the marketing of all events, including development and implementation of marketing processes.
- Coordinate and oversee the running of all events, including influencing stakeholders to ensure each event meets the stated objectives.

- Liaise with Operational departments to ensure that there is a calendar of events set in advance of the academic year and work with the departments to ensure that these events are embedded into the planned activity (including educational planning).

Other:

- Comply with Camphill Wakefield's policies and procedures at all times.
- To attend and abide by all safeguarding training and practices as set out in the organisation's policies and procedures and to notify line managers of any suspected safeguard issues.

There may be times when you will be required to undertake additional tasks, duties and responsibilities within your capabilities and may be asked to undertake an alternative job on a temporary basis. However, you will not ordinarily be assigned to duties or required to perform services which you cannot reasonably perform or are outside the range of your normal skills and experience.

This job description is intended to provide guidance on the range of duties associated with the post. It is not intended to provide a full and exclusive definition of the post. It may be subject to modification and amendment from time to time and the post holder may be required to undertake additional duties as required.

Line Manager Signature: _____

Employee Signature: _____

Person Specification - Communication and Marketing Officer

Quality	Job Requirements	Criteria:
Experience	<ul style="list-style-type: none"> • Experience working in a communication or events management role – this could be a voluntary or paid role, but a range of experience would be welcomed • Experience of working independently to drive and deliver multiple projects. 	<p>Desirable</p> <p>Desirable</p>
Knowledge and Skills	<ul style="list-style-type: none"> • Good understanding and knowledge of event management, communication, and the voluntary sector. • Ability to build and maintain good relationships with colleagues and the wider community. • IT literate (ideally with experience of Microsoft Office/Office365) with strong administrative and numeracy skills. • Knowledge and understanding of an outcome-based approach to measuring and monitoring performance. • Excellent verbal and written English presentation and communication skills, including the ability to write funding briefs, reports, proposals, and correspondence. • Strong analytical, interpretative, evaluative, and organisational skills. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Desirable</p> <p>Essential</p> <p>Desirable</p>
Behaviours	<ul style="list-style-type: none"> • You adopt a ‘can-do’ attitude in all the work you deliver, ensuring it meets the needs of current and potential customers. • You are accountable for your own performance and development, and you take responsibility for your actions and decisions. • You work with others to reach a common goal; sharing information, supporting colleagues, and searching out expertise and solutions from relevant partners and/or the communities we serve. • You promote equality and diversity and actively work to minimise harm to others. 	<p>Essential</p> <p>Essential</p> <p>Essential</p> <p>Essential</p>
Other Requirements	<ul style="list-style-type: none"> • The ability to commit to, and work within, the aims, principles, and policies of Camphill Wakefield. • Flexible, self-motivated, energetic, and enthusiastic with the ability to set priorities 	<p>Essential</p> <p>Essential</p>

	<p>and manage multiple tasks in a timely manner under minimal supervision.</p> <ul style="list-style-type: none"> • To travel to visit other organisations and venues and attend meetings and work in the evening or on weekends on occasion. • Willingness to submit to a Disclosure and Barring Service (DBS) check. 	<p>Desirable</p> <p>Essential</p>
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