



Marketing & Communications Officer Job Description

Job Title:	Marketing & Communications Officer
Salary:	NJC scale 6 (point 20 - 22) £31,586 (<i>pro rata</i>)
Contracted Hours:	21 Hours
Duration:	Permanent
Annual Leave:	30 days (<i>pro-rata</i>)
Responsible to:	Senior Strategy and Operations Manager
Accountable to:	CEO
Project Delivery:	Marketing & Communication
Location:	YPAS Hubs and Hybrid working

Job Purpose:

- To work closely with MARCOMs Lead and Senior Leadership to develop and implement high quality, impactful marketing communication strategies in response to raising the profile of YPAS
- To coordinate press releases, media relations, case study content, white papers, executive bios, newsletter content and social media and interview proposals.
- To ensure website and all social platforms are current, active, and maintained.

Duties and Responsibilities:

- To develop and maintain YPAS's marketing & communications strategy
- To coordinate and liaise with newspaper, radio, and TV journalists in support of collaborative requests, appearances, and article

- To lead and plan social media champion meetings and ensure updates are given to allow for their equity of engagement
- To liaise and work collaboratively with the Marketing and Communications Officer of the CAMHS Partnership
- To support and collaborate with campaigns pertinent to the needs of children, young people and families and the promotion of Mental Health / Services
- To support and highlight campaign messages both locally and nationally • To design and launch online and offline email marketing campaigns.
- To research media coverage and industry trends.
- To develop fresh story ideas.
- To conduct extensive media outreach.
- To coordinate conference, marketing events, and press interviews.
- To edit, proof-read, and revise communications.
- To promote YPAS's planned activities on all social media platforms
- To coordinate the development and maintenance of the website.
- To coordinate the development and maintenance of social media platforms.
- To promote products and services through public relations initiatives.
- To establish and maintain sound working relationships with cross sector mental health services within health, education and social care.
- To ensure all external directories have current YPAS information
- To develop marketing and promotional assets, both print and electronic.
- To coordinate the production of brochures, newsletters, and other publications.
- To identify collaborative opportunities for the planning and promotion of activities
- To formally report and present social media activity internally to YPAS forums and externally as part of collaborative partnerships.
- To identify and access appropriate training and personal development opportunities
- To be Information Governance compliant, specific to safeguarding children and young people's personal data
- To record, file and enter data in accordance with the organisation's needs.
- To generate monthly statistical information
- To be committed equal opportunities
- To be committed to value based and anti- discriminatory practice • To work closely and as directed by the senior management team

Shared Tasks:

- To adhere to all health and safety regulations
- To adhere to all YPAS policies.
- To actively participate in the evaluation and quality assurance of the service.
- To share knowledge and skills through training as and when required.

- To engage with all YPAS services and team members

Support and Supervision:

- Comprehensive staff induction
- Fortnightly KIT (keep in touch) meetings during probation period
- Six weekly line management supervision
- Monthly external/clinical case-load supervision (role dependant)
- Staff meetings
- Skill share meetings
- Staff conferences
- Service development days
- Annual staff appraisal

Safeguarding:

YPAS is committed to Safeguarding and promoting the welfare of children, young people and families and expects all staff to share in this commitment.

Information Governance:

You are required to familiarise yourself with the charity's Information Governance Policy and adhere to all related policies and procedures included in the staff induction.

Review

This job description is issued as a guideline to help understand the requirements of the role. It has been prepared based on the current needs of the service and will be subject to periodic review or development.

The appointment is subject to a satisfactory enhanced DBS check, two employment references and proof of original documentation. This post is subject to a six-month probationary period.



Marketing & Communications Officer Person Specification

Qualifications:

	Essential	Desirable
Recognised qualification marketing, media studies or communications (<i>diploma level or above</i>)		x

Experience:

	Essential	Desirable
Two years' experience of working in the field of Marketing and Communication	x	
Developing communication strategies	x	
Dolby and photo shop skills	x	
Digital content creating	x	
Online and offline marketing projects and campaigns	x	
Planning marketing communications activities and knowledge of audience insights	x	
Experience of working with children and young people		x
Working with families		x

Knowledge and Understanding:

	Essential	Desirable
All-round knowledge of advertising, PR and media.	x	
Consumer and product awareness	x	
Principles and practice of marketing communications	x	
Anti-oppressive practice	x	
Value based practice	x	
Safeguarding children, young people and families		x

Abilities and Skills:

	Essential	Desirable
Excellent listening skills	x	
Translate staff ideas into communication strategy	x	
Translate children, young people and families/carers ideas into communication strategy	x	
Excellent written and verbal communication	x	
Creative	x	
Strong copywriting and proof-reading	x	
Ability to work under pressure	x	

To build and maintain effective working relationships with professionals	x	
To build and maintain effective relationships with children and young people.	x	
To monitor and evaluate according to YPAS's systems.	x	
The ability to forge, maintain and strengthen multi-agency relationships	x	
To work under own initiative.	x	
To hold effective teamwork/interpersonal skills.	x	
To actively participate in service development.	x	
To communicate effectively, both oral and written.	x	
To collate information and statistics.	x	
To work towards deadlines.	x	
To hold administrative skills and report write.	x	
To be computer literate.	x	
