

Employers For Childcare

Job Description

Job Title:	Marketing and Communications Officer
Reports to:	PR and Communications Manager
Salary:	£24,313 - £26,317 (NJC Scale 6)
Contracted hours:	Full-Time
Contract type:	Permanent
Conditions:	Normal office hours are Monday – Friday 9am-5pm. Occasional evening and weekend work may be required. A six-month probationary period applies.

Main Responsibilities

The post holder will be responsible for enhancing the reputation and sustainability of Employers For Childcare's charitable and social enterprise activities with a particular emphasis on our new indoor activity centre High Rise which opens later in 2019. They will support the PR and Communications Manager to deliver internal and external communications, marketing and promotional activities, publicity and event management.

Specific Duties – Communications

- Support delivery of the organisation's marketing strategy in line with strategic aims
- Draft and publish creative and original website and social media content for both Employers For Childcare and High Rise including website management
- Ongoing social media monitoring and management of corporate accounts
- Create and implement a targeted digital marketing strategy to include SEO, online advertising, PPC using Google Analytics, Google Ad-words and other relevant sites
- Design and circulate email marketing newsletters including building and management of contacts database
- Develop engaging video content to drive traffic to company websites and generate sales
- Analyse website activity and produce monthly reports to inform future marketing activity
- Keep up to date with new social media platforms, web technologies and digital marketing trends and implement these, as appropriate, into marketing activities
- Produce and disseminate timely and accurate proactive and reactive press release content in line with the company's key policy themes
- Act as point of contact for media enquiries
- Seek out and secure proactive media opportunities and react to media content in a timely manner to position Employers For Childcare as a leading voice for childcare issues and working parents whilst minimising risk to corporate identity and reputation
- Ongoing media monitoring and recording

- Support in the management of the production of key publications including research reports and leaflets, including proofreading and editing, sourcing appropriate photography / imagery, obtaining print quotes and liaising with graphic design as required
- Development and design of marketing material in-house using relevant graphic design packages
- Promote and maintain the organisation's brand identity in line with brand guidelines.
- Identify promotional opportunities for the organisation through advertising, sponsorship and other initiatives
- Represent the organisation at relevant exhibitions and events and support the PR and Communications Manager in organising events as required
- Ensure all digital campaigns have relevant tracking applied for post campaign analysis

Communication, Personnel and Organisational Development

- Secure comprehensive understanding of the aims and work of Employers For Childcare.
- Participate in photographic and media events as required to promote the organisation.
- Participate in events and meetings at times and venues required, including evenings and weekends, and travel as required to meet the needs of the organisation.
- Engage in prompt and full communication within your own team and across teams.
- Participate in and contribute to regular meetings, staff training and development activities on company services, operating systems, processes and procedures.
- Demonstrate a calm, pleasant manner and a flexible and cooperative approach at all times, treating clients and colleagues with courtesy and respect.
- Communicate with and influence a wide range of internal and external stakeholders.
- Work flexibly and across teams and organisational functions as required.
- Undertake any other reasonable duties appropriate to the achievement of the organisation's goals and targets.

Information Security

- Comply with the organisation's Security & Confidentiality policy at all times, ensuring the highest levels of information security, data protection and confidentiality.

This job description is neither exhaustive nor exclusive and may be reviewed depending upon operational requirements and staffing levels.