

GROUNDWORK

CHANGING PLACES
CHANGING LIVES



JOB DESCRIPTION

JOB TITLE	Lead Marketing and Engagement Officer
REPORTS TO:	ROAD Project Manager
SALARY:	£22,500 per annum
HOURS:	Full Time – 37 hours per week
LOCATION:	Annfield Plain, Stanley, Durham, with extensive travel
DURATION:	Fixed term to at least 31 st October 2021
RESPONSIBLE FOR:	The physical and online marketing of the ROAD programme to generate appropriate referrals from all sources and raising the profile of the programme and our funders across County Durham.

JOB SUMMARY

Reaching Out Across Durham (ROAD) is an exciting employment and social inclusion programme in County Durham jointly funded by the European Social Fund and the National Lottery Community Fund. Working in hand-in-hand with 7 voluntary and community sector delivery partners who are specialists in employment, financial & digital inclusion, and volunteering, ROAD supports those aged over 25 and out of work in County Durham to address issues preventing them from entering employment.

Working as a member of a dedicated partnership team, the post holder will be responsible for leading on and implementing a range of marketing and physical engagement-related duties to support the ongoing requirements of the programme. This will include developing an innovative marketing plan, engaging with relevant communities, stakeholders and potential referral sources to both increase engagement with potential Participants and to promote the continual successes of the programme.

Responsible for a range of marketing, administrative, engagement and communication-based tasks, the post holder will be required to work proactively with external project partners, ensuring achievement of business deadlines and a high level of accuracy and quality.

KEY TASKS

- Implementing and delivering a programme marketing strategy to support the delivery of the programme, focussing on increasing engagement and referral routes for potential participants and external organisations
- Preparing and delivering presentations and pitches to a range of organisations
- Using relevant social media channels creatively to attract interested parties
- Maintaining & developing ROAD's online presence, and developing/maintaining media and press contacts
- Representing ROAD at external events and networking opportunities
- Developing strategies to increase participant referrals in line with agreed output targets
- Design & procure programme promotional materials ensuring they are appropriate and fit for purpose, making edits to flyers and posters as required etc.
- Meeting regularly with programme delivery partners and staff to encourage success stories, to be shared across our social media channels, online platforms and appropriate press
- Write and deliver appropriate content for press release, websites and social media of both the ROAD programme to showcase our successes, keeping records for our Funders and raising our profile
- You will be able to work independently, using your own initiative to innovate new ways to promote the programme: experience of using online design software is preferred as is experience in design and video editing

General Administrative Duties

- Maintain effective and secure systems for marketing-related materials for evidence to our Programme Funders
- Support the Partnership Team on the preparation of reports to the Partnership Delivery Group and the Trust
- Provide comprehensive administration support service for the ROAD team when required.

Additional responsibilities

- A commitment to maintaining Continuous Professional Development (CPD)
- Keep up-to-date with best practice in marketing and comply with relevant legislation and regulation e.g. GDPR, social media policy and photo permission policy. Work within programme policies and procedures including health & safety, equal opportunities and safeguarding
- Integrate with wider team and share knowledge to benefit the holistic development of programmes.
- To operate in a pro-active and innovative manner, to generate solutions which support a diverse customer base into sustainable employment, maintaining a belief in the customers' ability to be employed throughout
- Comply with all organisational policy, procedures and systems.
- To be aware of, and assume the appropriate level of responsibility for, safeguarding and promoting the welfare of children, young people and vulnerable adults and to report any concerns in accordance with the organisation's safeguarding policies
- Ability to work outside normal office hours.
- Any other duties commensurate with the level of the post.