

Groundwork in Cheshire, Lancashire and Merseyside.

Marketing and Communication Officer

Salary: £21,174 - £22,808 per annum - pro rata £8,470 - £9,121)

Part time – 14.5 hours per week (2 days per week)

Base: Home based or based at one of Groundwork's core offices
(with travel to various sites across the North of England)



Are you passionate about green initiatives and community development?

We are recruiting a part-time Marketing and Communication Officer.

Your role will be to showcase and demonstrate the impact made through the creation of the Northern Network of green community hubs.

A green community hub is a physical space that a local community has the responsibility for managing. The hub should be used to bring other services together and offer a broad range of services that build resilience and reduce health inequalities in communities. Activities and partners will vary based on the assets of that community but could include volunteer development, education programmes, physical activity programmes or biodiversity and conservation projects. Examples of green community hubs include community gardens, food growing projects, woodlands or parks.

As Marketing and Communication Officer, you will work as part of a new team across the North of England to provide dedicated marketing and communication support to the five Groundwork Trusts working on the Northern Network programme. This will involve creating content for social media and websites and developing training modules and toolkits amongst other things.

If you are passionate about changing the lives of people and communities and you think you have the skills, knowledge and experience we are looking for - we'd like to hear from you.

How To Apply

Full details of the post are available at www.groundwork.org.uk and an application pack is available by emailing: recruitment.clm@groundwork.org.uk or by calling 01942 821 444.

Closing date: 5pm 27th June 2022 Interviews: w/c commencing 4th July 2022

Job Description & Person Specification

Job Title:	Marketing and Communication Officer
Service:	Communities
Hours of work:	Part time – 14.5 hours per week
Pattern of work:	2 days per week to be agreed with line manager 9am to 5pm (flexible start and finish times to be agreed)
Office base:	Home based or based at one of Groundwork's core offices
Work locations:	Travel to various sites across the North of England
Salary:	£21,174 - £22,808 per annum - pro rata £8,470 - £9,121
Reporting to:	Green Community Hubs Coordinator
Responsible for:	Not applicable
Type of Contract:	Fixed term to February 2024 with possibility of extension depending on funding
Benefits	Aviva Auto Enrolment Pension Scheme Annual Holidays - 28 days + 1 additional day for Christmas Closure + Public Holidays (x8). Pro rata for part time staff Flexible working arrangements, depending on the needs of the role Employee Assistance Programme Regular supervision and support.

Background

The Marketing and Communications Officer will work to showcase and demonstrate the impact made through the creation of the Northern Network of green community hubs and share good practice across different green community hubs. This will be through a range of mediums including social media, websites, blogs, video, photography and e-marketing. They will be encouraged to look for new digital communication opportunities and work creatively to produce fresh, innovative content that can be used across a range of platforms to raise the profile of green community hubs and to increase awareness of the impact they create.

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Scope of role

Working as part of a new team across the North of England the post holder will provide dedicated marketing and communication support to the five Groundwork Trusts working on the Northern Network programme. The Marketing and Communications Officer will work to showcase and demonstrate the impact made through the creation of the network and to share good practice across different green community hubs. This will include producing promotional material, collating impact evidence and ensuring best practice is shared throughout the network.

The Marketing and Communications Officer will create new content across a range of themes to raise the profile of green community hubs. They will support the creation of resources that will be used to support and train community organisations in designing and managing successful hubs. They will also support information sharing and impact reporting across the network.

Main Duties & Responsibilities

1. To produce a marketing plan to support the development and promotion of the Northern Network of green community hubs
2. To produce content for social media channels that increases our reach and profile of green community hubs
3. To work with the Green Community Hubs Coordinator and five Facilitators, to help share good practice and showcase projects, ensuring consistency between on and offline communications
4. To contribute to the development of the training modules and tool kit provided to new community hubs we support
5. To support the team to build in marketing and communications activities within the development of the hubs
6. To create professional marketing content for the Trust's website
7. To produce high quality personal journey's and case studies across a number of community hubs to help promote the benefits
8. To keep abreast of community and sustainability current affairs through social media and relevant networks, sharing relevant content with the team
9. To provide advice and support to the team on the effective use of social media to promote their activities
10. To monitor user analytics on digital performance and suggest ways to improve engagement and reach of communications.

Organisational Responsibilities

1. **Investors in People** - Groundwork Cheshire Lancashire & Merseyside is committed to maintaining its Investor in People (IIP) status and you are expected to support the ongoing development of IIP.
2. **Health & Safety** - All staff and volunteers have responsibility for ensuring that their working environment is healthy and safe and that staff and volunteers for whom they are responsible for, or working with, are not placed at risk. All staff and volunteers will be expected to familiarise themselves with and adhere to the current Health & Safety Policy.
3. **Equal Opportunities & Diversity** - Groundwork Cheshire Lancashire & Merseyside strives to be an equal opportunities employer and operates an Equal Opportunities policy. It also recognises the benefits that a diverse workforce brings to the organisation and welcomes this.
4. **Data Protection** - Groundwork Cheshire Lancashire & Merseyside endeavours to comply with the Data Protection Act 2018. It may be necessary to disclose personal data to funding bodies - where a role is funded externally - in order to comply with their funding requirements. If this applies to you we will inform you about what information is shared.
5. **Personal Development** - All staff and volunteers will be expected to participate in a broad range of personal development activities in line with best practice and take responsibility for identifying own learning needs in order to fulfil the requirements of the role and support career progression.
6. **Corporate Training** - All staff and volunteers will be expected to attend and fully participate in the Trust's Corporate Training Programme.

This role is funded by the National Lottery Community Fund



PERSON SPECIFICATION

Assessment Key: A (application form), I (interview), P (presentation), E (exercise), R (role play)

	Essential (E) Desirable (D)		Assessment Method
Education, Training & Qualifications			
Marketing qualification preferably with a digital focus		D	A
Related qualification including media, communications, business or journalism		D	A
Evidence of continued professional development		D	A
Experience			
Experience creating digital content for external organisations		D	A / I
Experience of graphic design packages including Canva and Adobe packages (Photoshop, InDesign etc.)	E		A / I
Experience of developing social media campaigns with a community or environmental focus		D	A / I
Experience of photography or film making to share participant stories		D	A / I
Experience of creating microsites for start-up projects		D	A / I
Experience of working with community groups who may have a lack of marketing or digital skills		D	A / I
Knowledge			
Knowledge of core digital marketing tools			
Strong understanding of the benefits of using social media to raise awareness and build support for campaigns	E		A / I
Understanding of the charity sector with an interest in community and/or environmental issues		D	A / I
Knowledge of and/or experience working with relevant local networks and groups		D	
Skills and Abilities			
Ability to create and edit digital content for a range of platforms using different tools	E		A / I
Ability to develop positive relationships with individuals both internally and externally	E		A / I
A pro-active and self-starter able to work with minimal supervision	E		A / I
Excellent communication and presentation skills, oral and written	E		A / I
Personal Qualities and Commitments			
A commitment to understand and follow all Groundwork core policies in all work practices	E		A
Willingness to support the programme team out of hours, including occasional evening and weekends, as required	E		A
Access to own transport in the course of your duties.		D	A / I

Changes to job descriptions

Changes in duties and responsibilities usually occur naturally over time in order to respond to the needs of the role and/or service. Employees should be encouraged to share what they think is missing and should be added. Managers also need to consider if something needs to be removed or added. It is important that whatever is written is clear. As mentioned in the note only significant changes will warrant a full review.

Note to applicant:

Should you have any questions about the assessment methods, please don't hesitate to contact HR on 01942 821444 who will be happy to answer any questions and/or address any special requirements.

Employee: (name in caps)	Employee: (signature)	Date: (signed)