

Marketing & Communications Officer Job Description

Title:	Marketing & Communications Officer
Responsible to:	Communications and Impact Manager
Job summary:	Groundwork East is seeking a talented communications professional with graphic design experience to support the charity in creating high-quality marketing and communications materials. The successful candidate will play a key role in enhancing the organisation's visual presence across various platforms, ensuring that Groundwork East maintains a positive and high profile across the East of England.
Place of work:	HYBRID/ FLEXIBLE. Your office-base must be within the East of England, with the option to work from home flexibly. Some local and national travel may be required.
Hours:	Part-time (22.5 – 30 hours p/w). The post holder may be required to undertake some work outside normal office hours during evenings and at weekends for which a TOIL (time off in lieu) system operates.

KEY DUTIES AND RESPONSIBILITIES INCLUDE:

1. **Visual Design Creation:** Develop attractive, engaging designs using tools such as Canva and Adobe Creative Cloud Suite to create compelling content for web, social media, and print.
2. **Content Development:** Produce high-quality content across a range of platforms including social media, website, emails, and print campaigns, ensuring messaging is clear, consistent, and on-brand.
3. **Event Support:** Prepare for events such as county shows, networking events, and family workshops, by creating promotional and display materials. Attend events to capture film and photography
4. **Measuring impact:** Monitor and analyse performance and engagement metrics
5. **Brand Management:** Champion the Groundwork East brand, ensuring all design work aligns with established brand guidelines. Provide support to colleagues on best practices for maintaining brand consistency.
6. **Image and Film Library Management:** Collate and maintain an organised library of images and videos for use in communications materials.
7. **GDPR Compliance:** Understand and comply with GDPR regulations, ensuring that all content, communications, and data handling follow required legal guidelines.

KEY SKILLS AND EXPERIENCE:

8. Proven experience in graphic design, with strong proficiency in design software, including Canva and Adobe Creative Cloud Suite (Illustrator, Photoshop, InDesign, etc.).

9. Experience creating, editing and managing graphic content, images and film across multiple platforms, including social media, email, and print.
10. Strong attention to detail and ability to produce visually compelling and consistent design work that adheres to Groundwork's brand guidelines
11. Ability to work collaboratively with colleagues and design agencies to deliver creative solutions.

OTHER RESPONSIBILITIES:

12. To play an active role across Groundwork East to support Groundwork's project programme; and influence the Trust's work overall.
13. Ensure compliance with Trust policies, and with insurance and statutory requirements, particularly health and safety, safeguarding (including Prevent) the Children's Act and equal opportunities.
14. To undertake other administrative duties as required by the post.
15. To undertake any task that may be requested from time to time by the CE or Operations Director as may be consistent with the nature and scope of the post.

PERSONAL DEVELOPMENT AND TRAINING:

16. To attend regular team meetings and supervision with line manager.
17. To undertake training and development as agreed with line manager
18. To be a positive force within the staff team taking personal responsibility for ensuring good morale and positive work relations.

MARKETING & COMMUNICATIONS OFFICER – PERSON SPECIFICATION
(Application Form – AF / Interview – I)

	ESSENTIAL	DESIRABLE	EVIDENCE
QUALIFICATIONS	<ul style="list-style-type: none"> - No qualifications are essential for this role, instead we'd like to see a real passion for and the experience outlined of design, the environment and sustainability 	<ul style="list-style-type: none"> - Degree in a relevant subject such as graphic design /communications/media or in an environmental field 	AF
EXPERIENCE	<ul style="list-style-type: none"> - Demonstrable experience in graphic design using Canva and/or Adobe CC suite - Experience of a similar design-focused role - Working knowledge and experience of social media platforms 	<ul style="list-style-type: none"> - Working with creative agencies/designers - Experience using a content management system (CMS), particularly WordPress 	AF & I
SKILLS	<ul style="list-style-type: none"> - Strong and creative design skills - An understanding of digital marketing tools such as SEO, Google Analytics and social media advertising - Accurate and engaging writing style that can be adapted to fit message and audience - Ability to manage time effectively, work under pressure and meet deadlines - Strong working knowledge of Microsoft Office package - Able to work on own initiative and as part of a team - Flexible and able to adapt to changing circumstances - Ability to travel between sites in a rural location 	<ul style="list-style-type: none"> - Photography and film creation and editing - Skills in the following software; CRMs, Eventbrite, ArcGIS, Story Maps, PowerBI 	AF & I
KNOWLEDGE	<ul style="list-style-type: none"> - Proven knowledge and awareness of environmental and/or community issues 	<ul style="list-style-type: none"> - Interest in working for a charity and the charity sector - Knowledge of the East of England area - Working understanding of GDPR regulations and implications 	AF & I

