###### Groundwork London Job Description

## Job Title: Digital Marketing and Communications Officer

**Responsible to:** Marketing and Communications Manager

**Responsible for:** Volunteers (as required)

Location: GW London Offices and Project Sites

## Job Background

Groundwork London works with communities across the capital to transform their lives and the places they live. We have been at the forefront of social and environmental regeneration in London for over 30 years, and today we have a simple mission: to create better places, improve people’s prospects, and promote greener living and working. We are passionate about creating a future where every neighbourhood is vibrant and green, every community is strong and able to shape its own destiny, and no-one is held back by their background or circumstances.

Our role as the Marketing and Communications Team is to support Groundwork London’s teams and departments in promoting community, youth, employment and skills as well as energy efficiency projects.

Our role includes engaging with London’s diverse range of communities, ensuring they know what services are available to benefit them, and to celebrate our good news stories. We work closely with project delivery teams to develop and implement digital marketing and communications strategies that are specific to each of our wide range of environmental and social action projects. This means we can effectively promote and increase engagement with our projects and services and highlight the real changes we make to people’s lives.

As Digital Marketing and Communications Officer, you will be an ambassador and guardian of the Groundwork London brand. The role requires strong digital marketing, communication and project management skills and the ability to produce high-quality content, including graphic design, videos and case studies, for a range of different audiences across a range of media channels. You will be responsible for writing project communication strategies, producing creative content and copywriting, with an emphasis on online and social media (organic and paid), and ensuring these are delivered on time and on brief.

## Key Tasks & Responsibilities

* Create and implement marketing and communications strategies for projects or campaigns, ensuring the communication requirements of specific funders are met
* Write and communicate compelling stories and key messages to specific target audiences, including funders, partners, volunteers, beneficiaries, and Groundwork London staff
* Create and implement effective social media campaigns (organic and paid), managing content calendars across Groundwork London channels for your projects
* Visit projects’ sites and attend projects’ events for content creation opportunities, including taking photos and videos
* Produce and design high-quality content, including videos, digital assets and print collaterals
* Set communications KPIs for your projects, with an emphasis on online, web and social media, and monitor – using analytics platforms - and report against them, using learnings to optimise future communications
* Play a key role in the media relations and press office functions of the Trust, ensuring maximum media coverage for Groundwork London at a project and brand level
* Build and manage WordPress websites
* Champion the Groundwork London brand, ensuring appropriate use of the visual identity and brand behaviours in all internal and external communication materials
* Liaise with external printers and other suppliers to obtain quotes and source materials and services
* Support delivery teams in the organisation of high-profile events, organising the logistics, promotion, and publicity

## Other Responsibilities

* Take steps to ensure that any communications and marketing procedures you are responsible for are in full compliance with the Data Protection Act 2018 GDPR (General Data Protection Regulation)
* Undertake any other related responsibilities as may be requested by your manager or the Director
* Work with due regard for Groundwork’s core values and objectives
* Ensure the effective implementation of and adherence to the Trust’s Diversity, Equal Opportunities, Health and Safety, and Data Security and Protection policies and procedures and reporting lines in the event of any concerns.
* All Staff, the Board and Volunteers will actively support in their daily operations and duties Groundwork London’s Environmental Management System (EMS) and commitment to carbon reduction.
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## Personal & Professional Development

* Participate in the Groundwork London Performance Management processes, and agree short, medium and long term goals with line manager, and any direct line staff
* Identify learning and development needs with line manager and evaluate T&D to demonstrate needs have been met
* Share best practice and achievements, and actively seek opportunities to present outcomes and case studies
* Contribute to the learning of others across the organisation by sharing knowledge and skills both informally and formally by participating in the trust’s training and development programme

**Sept 2025**

201/1274/DCMO

**Person Specification – Digital Marketing & Communications Officer**

**Note to Applicant:** When completing your application form, you should demonstrate/evidence of your experience, knowledge, skills & education in your application based on these criteria for the post. The grid also show at which stage of application and interview these are scored.

| **Criteria** | | **Essential or Desirable** | **Application form** | **Interview** | **Task or**  **Portfolio** | **Certificates or Qualifications** |
| --- | --- | --- | --- | --- | --- | --- |
| 1 | Experience in writing and implementing communications plans for projects and/or campaigns | **E** | ***✓*** | ***✓*** |  |  |
| 2 | Demonstrable experience creating and implementing effective PR strategies and campaigns that contribute to a positive public image and identity | **E** | ***✓*** | ***✓*** |  |  |
| 3 | Broad knowledge and experience of creating content for and managing online and social media platforms | **E** | ***✓*** | ***✓*** |  |  |
| 4 | Experience setting communication KPIs, monitoring and reporting against them | **E** | ***✓*** | ***✓*** |  |  |
| 5 | Strong copywriting skills and capabilities, that can be tailored for varying target audiences | **E** | ***✓*** | ***✓*** |  |  |
| 6 | knowledge of graphic design principles and experience of applying them to produce content for digital and print mediums | **E** | ***✓*** | ***✓*** |  |  |
| 7 | Ability to design high-quality communications materials for use in digital and print mediums | **E** | ***✓*** | ***✓*** |  |  |
| 8 | Commitment to the values of Groundwork & awareness of the positive impacts of environmental regeneration & community regeneration | **E** | ***✓*** | ***✓*** |  |  |
| 9 | Ability to work as part of a busy, high performing team working to strict deadlines, with the ability to undertake tasks to deliver results on time | **E** | ***✓*** | ***✓*** |  |  |
| 10 | Ability to use MS Corporate Software applications, particularly MS Office, MS Word, MS Excel and MS Outlook Email | **E** | ***✓*** | ***✓*** |  |  |
| 11 | Commitment to Groundwork London’s Equity, Diversity and inclusion in practice in the workplace and across communities | **E** | ***✓*** | ***✓*** |  |  |
| 12 | Willingness to be flexible in work patterns and to fulfil some evening and weekend duties | **D** | ***✓*** | ***✓*** |  |  |
| 13 | Experience in building (from themes) and/or editing Wordpress websites | **D** | ***✓*** | ***✓*** |  |  |
| 14 | Ability to plan, manage and deliver events and launches | **D** | ***✓*** | ***✓*** |  |  |
| 15 | Ability to follow Policies and Procedures in relation to Data Protection and Security, and Protection of Personal and Sensitive Personal Data | **D** | ***✓*** | ***✓*** |  |  |
| 16 | A qualification in marketing, communications or media | **D** | ***✓*** | ***✓*** |  | ***✓*** |