**JOB DESCRIPTION**

**Job Title: Communications & Marketing Officer**

**Accountable to: CEO**

**Salary: £21,268 (pro rata)**

**Working Hours: - 35 hours per week**

**Contract: Permanent**

**MAIN PURPOSE OF THE JOB:**

**The communications & marketing officer will assist in the delivery of marketing, PR and social media campaigns; ensuring USDT achieves its organisational strategic objectives.**

**GENERAL RESPONSIBILITES**

1. **MARKETING & COMMUNICATIONS**
2. Assist in the creation and implementation of USDT’s marketing strategy which identifies future opportunities for brand enhancement.
3. Contribute to the production of creative content for a range of media.
4. Assist with the production of print promotional materials, both in house and by project, managing professionally designed and printed materials.
5. Undertake and promote good news stories.
6. Assist with the production and placement of advertisements to market USDT’s services and raise its corporate profile.
7. Assist with the planning, organisation and management of corporate events by providing support, equipment and materials for marketing events and exhibitions.
8. Have responsibility for developing and maintaining the USDT’s website, intranet/ social media: ensuring content is fresh and information is correct and consistent.
9. Communicate with target audiences and manage customer relationships.
10. Arrange USDT’s marketing materials effective distribution.
11. Ensure all marketing costs associated provide value for money.
12. Lead on internal marketing meetings and marketing plans.

**2. PROMOTION OF USDT**

1. Take the lead in the production and distribution of internal publications including a bi-annual staff newsletter.
2. Act as brand ambassador, ensuring all documents and content are produced to standards outlined in brand guidelines.
3. Take the lead on developing closer relationships with project managers to ensure a regular flow of information for marketing purposes and that their communications support needs are met.
4. Undertake mail shots and e-marketing campaigns as required.
5. To proactively identify new markets for USDT’s work and opportunities for expanding existing work.

**3. DIGITAL MARKETING & COMMUNICATIONS**

1. Become an expert in digital business processes and best practices to take on and deliver marketing campaigns in these channels.
2. Be responsible for social media activity (Twitter, Facebook, Instagram etc.) and oversee USDT’s social media accounts.
3. Pitch innovative and exciting opportunities to improve the use of social media and develop ‘followers’ by identifying emerging digital channels that USDT can utilise to more effectively reach our stakeholders.
4. Research new online media opportunities that may benefit USDT including mobile, social media development of blogs and forums etc.
5. Liaise with digital advertising agencies and keep up to date with current digital trends.
6. Be passionate about creating original and engaging content that supports the growth of USDT’S internal and external communication forums.
7. Monitor social media and website activity on a daily basis.
8. Monitor, report and assess USDT’s marketing campaigns’ digital analytics: identifying next steps if things aren’t going to plan
9. **TEAM WORK**
10. Provide research to the management team upon request for marketing and communications purposes including presentations, awards submissions and editorials.
11. Carry out research projects by gathering and compiling information through surveys and interviews and analysing the data to identify patterns and solutions.
12. Provide timely support and assistance to other departments when required.
13. Actively contribute to staff meetings/supervision meetings etc. to ensure a neutral and harmonious working environment is maintained at all times.
14. Take on additional specific projects as required by the senior management team.

**5. ADMINISTRATIVE DUTIES**

1. Take responsibility for procuring and managing appropriate branded promotional merchandise.
2. Update and maintain the publications’ library and image database.
3. Assist in writing and reviewing marketing & communications ISO procedures.
4. Assist with copywriting and proof reading across all marketing materials.
5. Gather, measure and review customer and staff satisfaction levels. Promote and communicate improvement initiatives.
6. **PERSONAL DEVELOPMENT**
7. Continuous development of skills through training for both self and staff.
8. **POLICIES AND PROCEDURES**
9. Familiarise yourself and adhere to USDT’s policies and procedures.
10. Understand the role of USDT and its vision, mission, and display its core values in your actions and behaviours.

**This job description indicates only the main duties and responsibilities of the post. It is not intended as an exhaustive list.**

**The post holder must have a flexible attitude to work and carry out any other duty, from time to time, requested by management.**

**Person Specification**

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| --- | --- |
| **CRITERIA** | **ESSENTIAL / DESIRABLE**  **(E / D)** |
| **EXPERIENCE / KNOWLEDGE**  Educated to degree level within a relevant discipline such as marketing or public relations **AND** two years’ experience in a communications environment. Exceptional candidates who do not have a degree but have five years’ experience in a communications environment should also apply.  One year’s experience of digital marketing, including social media management platforms  Experience of planning and organising events  A working knowledge of search engine optimisation of websites, mobile sits and apps  Have a working knowledge and be confident in the use of video creation to produce and edit short videos  A postgraduate certificate in digital marketing i.e. Chartered Institute of Marketing (CIM) or The Institute of Direct and Digital Marketing (IDM) | E  E  E  E  D  D |
| **SKILLS / ABILITIES**  Excellent written communication skills to include the ability to write high quality reports and plans  Excellent interpersonal and communication skills with a wide range of audiences  Proficient ability to use MS Office to include word, excel, outlook and powerpoint  Ability to gather and analyse market data  Ability to work effectively and flexibly as part of a team and using initiative.  Excellent time management with excellent organisational skills and a proven track record of meeting deadlines.  Able to creatively produce basic design work using platforms such as Canva | E  E  E  E  E  E  D |