

**Role Description**

**Our vision:**

*Is a world where everyone can love later life*

**Our mission:**

*To help people enjoy later life*

**Job Title:**

***Senior Communications & Marketing Officer***

**Our values:**

*We are passionate and determined about making later life better*

*We work together as one team believing in the potential of people*

*We set the standard of success for ourselves and others to follow*

**Role Description**

*We act with integrity and show pride in everything we do*

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| Job Title: | Senior Communications & Marketing Officer  |
| Department Name: | Marketing |
| Location: | Belfast |
| Type of role | Individual Contributor |
| Contractual Status of Role: | Permanent Contract |
| Hours: | 35 hours |
| Job Title of Line Manager: | Head of Marketing and Communications  |
| Job Titles and number of any direct reports  | No direct reports  |
| Job Purpose: | The post-holder will develop and implement engaging marketing and PR activities to support the Head of Marketing & Communications in the implementation of Age NI’s annual communication plan.  |
| Main Responsibilities/ Deliverables: | **Responsible for:**1. **Supporting the Delivery of Age NI Communications Plan:**
* Work closely with Head of Marketing to develop and implement Age NI’s marketing strategy to boost brand awareness of our key products & services
* Provide support to Age NI Teams on the delivery of key PR & marketing campaigns across online and offline media channels
1. **Developing the Digital Profile of Age NI:**
* To be responsible for executing and delivering site developments aimed at improving overall SEO and visitor user experience for all Age NI audiences
* Work closely with 4 Nations & National Digital Team plus third party web development agency
* To provide in-house management of Age NI’s paid search activity. Manage, evaluate and report on tactical campaigns with niche websites
* To develop online content for a range of purposes including; website landing page testing, e-mail marketing and Google Adwords campaigns
1. **Leading on the Development of Age NI’s Social Media Plan:**
* Manage, plan and co-ordinate the delivery of a schedule of activity across social channels incorporating both paid and organic posts aimed at driving brand awareness
* Evaluate and report to Head of Marketing & Communications on planned organic and paid campaigns across social media platforms
1. **Deliver Relevant and Engaging Email Marketing:**
* Manage, plan, deliver and evaluate Age NI’s e-mail marketing activity and manage subscribers
* Manage Age NI’s E-CRM activity to existing subscribers aimed at driving revenue, volunteering and awareness of key service provision
1. **Manage Reporting and Analysis:**
* Manage and develop reports using Google Analytics, monitor marketing performance across all digital channels to optimise general brand awareness
* Work with Age NI teams to gain further data insights to further improve digital marketing performance and drive revenue/sign ups
1. **Supporting Digital Creative Production:**
* Provide support to Age NI teams on recommendations for creative production based on website, advertising and social media promotional needs
* Working with external stakeholders to deliver content across a range of formats including video/rich media
1. **Developing Marketing Materials**
* Develop content & commission imagery for a range of print/promotional materials, including exhibitions, brochures
* Manage print & design process including procurement. Develop materials from inception to sign off ensuring Age NI brand guidelines are upheld
1. **Supporting the Delivery of Public Relations Activity**
* To develop and dispatch press releases, statements and articles for e.g. Age NI Commercial/Retail, Services, Projects and Fundraising for sign off by the Head of Marketing
* Monitor and evaluate all PR activity across online and offline channels and generate reports for the Marketing Department
* To maintain positive working relationships with Northern Ireland media, maximizing exposure of Retail, Services, Age Sector Development and Fundraising issues/activities
* Support Head of Marketing with commercial sponsorship activation of PR & marketing plans
1. **Internal Communications**
* Supporting the delivery of internal communications
* Lead in the development, implementation & management of a bespoke Intranet system
* Contribution to internal communications channels
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| Quantitative Aspects of Role: | * To be set annually based via Performance Review process
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| Experience | * Knowledge/experience of large content management and e commerce software and multifaceted digital programmes
* Experience of digital marketing campaign execution including developing social networking sites
* Experience of delivering email marketing output using relevant systems
* Experience of delivering online marketing campaigns for voluntary sector using full range of digital tools
* Strong background in copy-writing & editing for web and PR
* Experience of developing marketing materials in online and offline formats (print and digital)
* Experience of developing and supporting PR campaigns and media relations
* Evidence of ability to manage relationships with internal stakeholders
* Proven skills and experience in all aspects of programme/ project management
* Experience of managing multiple projects and prioritising work
* Experience of working in a cross functional team, managing other staff and motivating project teams
* Detailed planning, resourcing, scheduling & budget control
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| Knowledge | * Understanding of the importance of online & offline communications in supporting the work of the charity
* Basic knowledge of the third sector market and relevant audiences
* Technical knowledge of web content management systems and web publishing including XHTML, CSS, JavaScript and web graphic design
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| Skills | * Attention to detail
* Excellent communication & writing skills
* Ability to work under pressure
* Good interpersonal skills
* Ability to meet deadlines
* Creative approach to work
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| Qualifications | **Essential*** Third level Marketing/Communications/Public Relations qualification in a relevant discipline

**Desirable*** Digital Marketing qualification e.g. CAM/CIPR qualification
* CIPR/CIM member
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| Additional Circumstances: | Full current driving licence and access to a car for business purposes or access to a form of transport to meet the travel requirements of the postFlexible approach, as week-end and evening work may be required |
| **Notes:** * *This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose, responsibilities and dimensions for the role. Therefore, this role description does not describe any individual role holder.*
* *In addition to the contents of this role description, employees are expected to undertake any and all other reasonable and related tasks allocated by line management.*
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