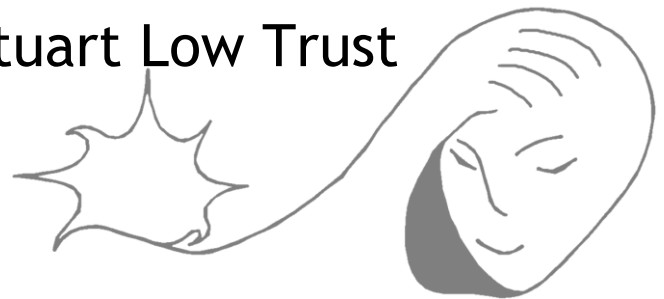




The Stuart Low Trust



bringing people together for better health and wellbeing

Marketing & Communications Officer Job Description & Person Specification

Salary: Actual £8,257 (£28,900 FTE per annum pro rata)
Hours: 10 hours per week, at times TBA with line-manager
Contract: Permanent, subject satisfactory probation period
Leave: 25 days' holiday per annum, plus bank holidays (pro rata)
Benefits: Flexible and hybrid working, Contributory Occupational Pension Scheme
Reporting to: Events Programme Manager

Position overview

Reporting to the Events Programme Manager, you will be responsible for leading our marketing and communications strategy to support The Stuart Low Trust's (SLT) mission to promote mental health, wellbeing and social inclusion. Working collaboratively with SLT staff and volunteers, you will have a varied role to generate creative, engaging content, showcasing our work and driving increased engagement.

Summary job outcomes

Key aims of your role include to attract a more diverse demographic to access SLT's programmes, increase volunteer enquiries and support fundraising by expanding SLT's visibility and profile.

Key responsibilities

Marketing and communications strategy

- Help develop and implement a strategy to increase engagement from our target audiences, including focused campaigns.
- Ensure all communications comply with SLT's accessibility guidelines and reflects the diversity of our local communities.

Messaging and Branding

- Develop SLT's messaging to communicate effectively our USP, purpose and activity programmes through storytelling.
- Ensure consistent messaging, voice, tone and branding across all media.



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Content Creation and Management:

- Create engaging and integrated content for various platforms, including website, social media, email campaigns and printed materials.
- Develop and implement our communications calendar and content library.
- Coordinate with SLT staff to manage distribution lists for e-newsletter and printed programme flyer.

Marketing materials

- Design and produce digital and printed marketing materials, such as flyers and leaflets, liaising with suppliers and designers as relevant.
- Procure printed marketing resources and coordinate distribution.

Digital Marketing:

- Update the charity's website with fresh content, news, events and resources and manage SEO.
- Create and schedule social media posts using content management tool(s) and respond to comments as appropriate.
- Monitor and analyse website analytics to make data-driven improvements and optimise user experience, producing data reports as required.

Working across the team and externally

- Promote compelling stories and case studies that highlight the impact of SLT's programmes and activities in coordination with SLT staff and volunteers.
- Manage existing and develop new external comms partnerships in coordination with SLT managers.

Support to fundraising and recruitment

- Work closely with our Fundraiser to build fundraising asks into the communications strategy and support digital fundraising campaigns.
- Work closely with the Events Programme Manager to incorporate targeted volunteer advertising into the communications strategy.
- Research new channels and online platforms to promote volunteer roles.

General duties

- Ensure that your understanding and compliance with policies and procedures in your daily work including Safeguarding Adults, Equality & Diversity, Confidentiality & Data Protection, Code of Conduct.
- Manage delivery within the marketing budget.
- Assist the Events Programme Manager with booking participants onto activities or in other ways as required for cover purposes.
- Undertake any other responsibilities as reasonably required.

Person Specification

(1) Knowledge

Degree in Marketing, Communications, or a related field (or equivalent experience).	Essential
Knowledge of policies and legislation relating to Safeguarding Adults, Equality Diversity & Inclusion and Data Protection.	Essential
Awareness of mental health	Essential

(2) Experience

Proven track record in marketing and communications roles to develop and implement strategy for increased engagement/brand awareness	Essential
Familiarity with email marketing, social media platforms and analytics tools.	Essential
Experience of working within budget constraints and managing resources effectively.	Essential
Experience of working in the not-for-profit/community/charity sectors	Desirable

(3) Skills and abilities

Excellent written, oral communication and storytelling skills.	Essential
Proficiency in digital marketing, social media management and content creation.	Essential
Ability to build positive relationships with internal and external stakeholders and inspire support for projects	Essential
Excellent project management and organisational skills.	Essential
Ability to take initiative working independently and be a team player.	Essential
Ability to analyse, interpret and report on engagement and performance data.	Essential
Strong ICT skills using MS Office (Outlook, Word, Excel, PowerPoint) and MS Teams/Zoom	Essential
Confident using CRM systems for marketing and communications.	Desirable
Graphic design skills and experience with design software (eg Canva)	Desirable

(4) Attributes

Passion and commitment for the work of Stuart Low Trust, its philosophy and its values, particularly to promote wellbeing, equality and inclusion.	Essential - assessed at interview only
Proactive attitude, drive and enthusiasm to carry out projects to conclusion.	
Attention to detail.	
Ability to work under pressure and resilience.	

Please only apply if you can demonstrate fulfilling the above essential criteria in your application.
Using the Personal Specification, please clearly address each point providing evidence to support your statements.