

Gaddum

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Job Description: Carers Manchester Marketing & Communications Officer

Job Title: Carers Manchester Marketing & Communications Officer

Accountable to: Chief Executive

Responsible to: Head of Operations

Reporting to: Carers Manchester Pathway Manager

Location: Hybrid (Home working, Manchester Office bases and other locations as necessary for the role)

Salary: £26,241

Working hours: 35 hours per week (with flexible working required to suit the needs of the role).

Contract: Permanent

Context

At Gaddum, we treat everyone as individuals. We really get to know those we help, understanding their world to offer a range of support that's right for them. Our promise of tailored support is made possible by our breadth and depth of knowledge, through our unwavering commitment to the local people of Greater Manchester.

Our experience listening to generation after generation, for nearly 200 years, has taught us the importance of considering not just the individual but also the relationships around them. Our innovative approach means we can, not only build resilience, but identify further risks and offer preventive support now and in the future. At Gaddum, we believe that by supporting individuals, we ultimately help support entire communities.

Our aim is to empower and enhance the lives of people in Greater Manchester. We currently work across all boroughs in Greater Manchester.

Job Summary

Gaddum are looking for a Communications Support Worker to support and deliver effective marketing and communications for the Carers Manchester Carers Manchester Network and the Carers Manchester Contact Point. The role will also support Gaddum's central team one day per week.

Responsibilities include creating and distributing all promotional materials, digital marketing and advertising of the programmes, managing relationships and networking during marketing events.

Job purpose

To support and deliver communications across the Manchester Carers Pathway, including the Carers Manchester Network and Carers Manchester Contact Point.

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Main Duties and Responsibilities

- Set up and manage all communications and marketing, ensuring high quality and creative campaigns.
- Create, coordinate and monitor press and social media presence, maximising opportunities for impact.
- Develop and maintain excellent relationships across the range of our stakeholders.
- Support development and delivery of the Manchester Carers Pathway Communication plan

Main Duties and Responsibilities breakdown

Manage all communications and marketing, ensuring high quality and creative campaigns.

- Create effective marketing materials for use in a range of media to meet the needs of the audience including compiling a regular newsletter, video content, leaflets and posters.
- Support development and delivery of an effective communications plan for the Carers Manchester Pathway
- Create and coordinate the design of promotional material and distribute in online and offline channels.
- Monitor and coordinate social media pages and website.
- Reporting of campaigns of target groups for review by the communications group.
- Develop effective methods of advertising the learning and development programme, pathway service and network.
- Ensure brand compliance.
- Work with the Carers Manchester Pathway Manager to manage the communications budget.
- Be the main communications lead for the project, ensuring that messages from the network are clear, controlled and in good time.
- Monitor the online chat and telephony services, providing specialist communications support when required.

Co-ordinate, create and monitor press and digital media presence, maximising opportunities for impact.

- Develop a social media marketing plan in line with the target audience.
- Develop the Carers Manchester and Gaddum websites ensuring network partners are always represented and our messaging is clear.
- Identify and implement improvements to increase the output and impact of our communications and marketing.
- Link programmes and schemes of the project in line with trends and audience.
- Develop schedule plan to execute social media posts.

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Develop and maintain excellent relationships across the range of our stakeholders.

- Create opportunities for promoting the network via conferences, community events and peer activity.
- Support partnership development and offer communications peer support.
- Deliver training and development opportunities for network partners to develop their marketing and communications skills 'peer training' and support the delivery of carer awareness sessions.
- Write press releases and compile a PR database for the network to access.
- Motivate and lead workflow with multiple network partners, funders and groups.
- Develop safeguarding protocols and issues statements to support the network.

Other duties and responsibilities

- To complete specific tasks allocated through work plans, project plans and the business plan.
- To provide monthly information (accurate data and informative commentary) within your areas of responsibility for performance management purposes
- To be involved in producing information for annual impact reports
- To actively engage in ongoing personal and professional development, making full use of supervision, appraisal and learning opportunities
- To act at all times to promote equality and diversity ensuring inclusive and integrated services.
- To seek advice, support and guidance as required
- To encourage service users to be aware of the full extent of Gaddum's services
- To maintain a general understanding of the work of the whole organisation and attend team meetings/events.
- To adopt a flexible approach to working patterns to suit the needs of the role and responsibilities as required.

The details contained in this job description, particularly the principal accountabilities, reflect the content of the job on the date the job description was prepared. It should be remembered, however, that it is inevitable that over time, the nature of individual jobs will change; existing duties may be lost, and other duties may be gained without changing the general character of the duties or the level of responsibility entailed. Consequently, this job description may be revised from time to time.

All staff are expected to work within all Gaddum policies and procedures.

The role is subject to an Enhanced DBS Check.

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Person Specification: Carers Manchester Marketing & Communications Officer

Criteria	Essential	Desirable	Assessed
Qualifications / Experience	<p>Educated to degree level or with relevant industry-related qualification.</p> <p>Evidence of continuous professional development.</p> <p>Experience of leading projects from instigation to completion.</p>	<p>Experience of working in VCSE Organisation.</p> <p>Data Protection knowledge.</p>	Application/interview/documents
Skills and Abilities	<p>Ability to lead on a programme of work.</p> <p>Ability to work in multi-disciplinary settings and working in partnership with other professionals, agencies/organisations and a range of internal and external stakeholders.</p> <p>Exceptional IT competence, including Microsoft Office platform, databases, and CRM systems.</p> <p>The ability to monitor and control budgets.</p> <p>Very well organised, able to prioritise and plan own work; take responsibility in decision making, and work to meet strict deadlines.</p> <p>Ability to translate complex information to a range of individuals with differing levels of understanding.</p>	<p>Experience of crisis communications and or issues statements.</p>	Application/interview/documents

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<p style="text-align: center;">Knowledge</p>	<p>Proven experience with Facebook Ads Manager, Twitter ads and Google Analytics.</p> <p>Knowledge and experience of producing and executing a cohesive content calendar.</p> <p>Excellent writing and grammar, across a variety of medias and audiences and the ability to deliver copy to suit varied tone of voice within MCN.</p> <p>Strong creative and editorial skills, with a proven ability to create and adapt content and copy to fit a target audience.</p> <p>Experience of using graphic design platforms to create social media graphics, presentations, posters and other visual content.</p> <p>Excellent organisational skills, to plan the use of people and resources to meet deadlines.</p> <p>The ability to use your initiative and make decisions under pressure, ability to adapt to rapidly changing priorities, and sustain a high level of energy & concentration.</p> <p>Highly organised with the ability to effectively multi-task and prioritise.</p> <p>Knowledge and understanding of social media platforms (Facebook, Instagram, YouTube, LinkedIn and Twitter</p>	<p>A good knowledge of agencies, organisations and professionals with a Greater Manchester remit.</p> <p>Knowledge of Health & Social care and VCSE sectors.</p> <p>Social media savvy and aware of key trends.</p>	<p style="text-align: center;">Application / Interview</p>
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	<p>essential) and how they should be used for the relevant target audience.</p> <p>Experience with video editing software preferable (Adobe Premiere Pro, After Effects or similar preferred) to create short videos for social media and in-house presentation purposes. Photoshop experience is also a distinct advantage.</p> <p>Experience using social media scheduling software (e.g. Buffer)</p>		
Values and Personal Attributes	<p>A commitment to Gaddum values.</p> <p>A commitment to equality and diversity.</p> <p>Flexible and positive work ethic.</p> <p>Ability to make decisions based on evidence-based judgement.</p> <p>Driven, flexible and reliable, with a positive and proactive attitude.</p> <p>Attention to detail and a passion for self-development.</p>	Knowledge of Gaddum and its services.	Application / Interview
Other requirements	<p>Ability to travel independently throughout Greater Manchester as required.</p> <p>Flexible approach to working hours to meet the needs of the organisation.</p>	Good understanding of the areas of Greater Manchester.	Application / Interview