



Job Description

Position: Marketing Officer

Reports to: Community and Technology Projects Manager

You will be joining Alive at an exciting time as we launch several new projects and services to a number of new audiences.

Overall Job Purpose:

To plan and develop appealing and creative marketing content across digital and print, to support Alive's projects, promote Alive's services, and raise brand awareness.

Main duties and responsibilities:

- Work with the whole organisation to create a three-year marketing plan to support Alive's changing work.
- Manage a range of digital platforms, sourcing and writing high quality and engaging content and developing a comprehensive plan for increasing audience engagement using analytics to monitor, adapt and report
- Manage the Alive website, creating regular content for latest news pieces and case studies
- Use Google Analytics to ensure good website search engine optimisation (SEO)
- Work with external suppliers, including web designers, photographers and printers
- Write varied copy for a range of audiences including care sector articles and promotional materials, supporter e-newsletters and appeals, and awards applications
- Promote the charity to the media, writing press releases, contacting journalists and organising media events
- Design flyers, posters and other materials using the Adobe Suite
- Act as head copywriter, editing copy for other teams and maintaining consistent voice and messaging
- Maintain photo library and photo consents ensuring compliance with GDPR
- Help maintain and update contacts database in line with GDPR
- Manage feedback on services, collating data and reporting main findings
- Work with the Client Services Officer to promote sales and the projects team to support project delivery
- Contribute to operational plans and budgets, and monitor progress against them
- Represent Alive externally as required

- Act as brand guardian - ensuring all stakeholders follow brand guidelines that reflect the organisation's vision and values.

Person specification:

Experience:

Essential:

- At least 2 years' experience in planning, implementing and leading successful marketing campaigns
- Writing communications, marketing or media plans
- Managing and maintaining a website
- Managing social media pages and using analytics to assess and adapt content
- Proficient in using Adobe suite
- Proficient in using wordpress to manage content

Desirable:

- Experience of working in the third sector

Skills and Knowledge:

Essential:

- Ability to multi-task, prioritise and take the initiative to solve problems
- Great organisational skills and attention to detail
- Excellent written and verbal communication skills and phone manner
- Ability to work under pressure and meet tight deadlines
- Ability to use Adobe InDesign and Photoshop
- Using Mailchimp or equivalent email platforms
- Confident in using Microsoft Office (365) programmes
- Demonstrable knowledge of how to write complex information in a clear, concise and appealing way
- Copywriting for a variety of different audiences and purposes
- Ability to work under pressure and meet tight deadlines
- Understanding of content management systems (CMS)

Desirable:

- Educated to degree level or equivalent experience
- Using customer relationship management systems (CRM)
- Knowledge of basic coding
- Knowledge of Google Analytics
- Video production and editing experience

Personal attributes:

Essential:

- Creative thinker who can develop new ideas and turn them into action
- Positive and enthusiastic outlook
- Friendly and approachable team player
- Confident and assertive
- Desire to succeed

- An interest in improving the quality of life of older people
- Willing to travel and work weekends/evenings as required

Terms and Conditions of employment

Salary: 0.6FTE £25,000 pro rata. plus, contributory pension. Salaries are paid monthly in arrears and reviewed annually.

Conditions of employment: This post is 0.6 FTE, 3 days per week, on a one-year contract subject to a three month review, with the option to extend if funding is secured. There will be the opportunity to increase these hours subject to successful funding bids.

Alive staff work a 7.5-hour day. Annual holiday allowance is 25 days plus Bank Holidays pro rata.

Location: Alive is based at the Create Centre, Smeaton Road, Bristol BS1 6XN. However, due to the current pandemic remote working will be allowed.

Training: You will be encouraged to attend some Alive sessions and training, etc, in order to engage with and successfully communicate our work

Please note: This job description is for guidance. Employees are expected to be flexible and co-operative and to undertake additional duties as required.