

Communications and Marketing Officer

Job Title	Communications and Marketing Officer
Job Purpose	To assist with the creation and maintenance of different social media channels including the scheduling of all organic social content and creation of high quality graphics to promote features and initiatives.
Line Manager	Partnership Development Manager
Responsible to	Partnership Development Manager
Working with	Staff and volunteers of Age UK South Lakeland and its sister organisation Charitek CIC, and developing close partnership working with other third sector organisations nationally to deliver social media content across all of our IT platforms, including Compasshub and BuyCharity..
Responsible for	<p>The creation of different types of social media content. Ensuring that the content created engages both organisational and public audiences and organically grows our social media community.</p> <p>The delivery and monitoring of a social media strategy.</p> <p>The production high-quality, professional creative content on our platforms delivered to our users and partners.</p>
Hours	Full Time
Location	Based in South Lakeland but some travel may be required

The post holder's main duties will include:

- ❖ To produce, schedule and publish organic posts across all social channels.
- ❖ To create an impactful social media content strategy.
- ❖ To organically grow engagement and reach through our social channels.
- ❖ To liaise with other organisations and groups to help inform the social media content strategy.

- ❖ Create and maintain social media calendars for Business to Business (B2B) and Business to Customer (B2C).
- ❖ To develop creative social campaigns in order to grow email data lists.
- ❖ To liaise with other organisations engaged in the delivery of other digital media work such as Search Engine Optimisation (SEO and Pay Per Click (PPC) campaigns.
- ❖ To deliver high-quality graphics to promote features or user initiatives.
- ❖ To consistently develop fresh, creative ideas.
- ❖ To complete design work to a professional standard in a timely manner.
- ❖ To work closely with colleagues to collaborate on ideas and concepts.
- ❖ To produce and deliver presentations to colleagues within the organisation and representatives of other organisations such as charities.
- ❖ To work effectively within the office environment, maintaining effective professional relationships and to actively participate in all delivery team and organisational discussions and meetings, providing operational information and perspectives on relevant topics.
- ❖ To have a full and working understanding of our data protection policies and procedures. At all times work safely and in compliance with the Age UK information Governance and Data Protection Policies.
- ❖ To be fully conversant with your responsibilities regarding all document handling and the storing and recording of documents to the Age UK and Charitek policies and procedures.
- ❖ To have knowledge of Health and Safety procedures and adhere to Age UK South Lakeland's Health and Safety policy at all time.
- ❖ To actively participate in the process of "supervision" the frequency of which will be set by your line manager. Also to participate in the annual process of appraisals and review of your personal development plan.
- ❖ To support the Partnership Development Manager in the promotion and development of our platform offers.