

## **JOB DESCRIPTION**

<b>Job title:</b>	<b>Communications Co-ordinator – Part Time</b>
<b>Reporting to:</b>	<b>Director</b>
<b>Responsible for:</b>	<b>Freelance Tutors, Volunteers and Placements</b>
<b>Salary:</b>	<b>£19,000 to £21,000 pro rata, 1 day per week, one-year contract</b>
<b>Hours:</b>	<b>7.5 hrs per week: 9am to 5.30pm</b> or flexible by agreement. The position may require some evening and weekend work where TOIL may be taken

### **Principal Function**

To lead in increasing the public visibility of the Signals. To attract new clients and potential user groups, and deliver and enhance the communication plan.

### **Area of Responsibility**

1. To be the first point of contact for marketing enquiries.
2. To contribute to the growth of Signals through the ongoing development and implementation of communications strategy.
3. To provide reports and information as required to the team. To maintain records.
4. To monitor and analyze and report on the efficacy of the communications strategy.
5. To ensure financial procedures are followed.
6. To create and distribute marketing materials – print and digital including press releases.
7. To improve and increase the organisation's brand profile and public relations, and nurture possible donors.
8. To assist in the delivery of events and help recruit for activities
9. To ensure quality in marketing and in client care.
10. To provide general office support as needed. This may include archiving of files.
11. To understand and implement company policy and take reasonable care of your own health and safety in the workplace

12. To contribute to self-development and ensure knowledge of current marketing/communications practice.

**Key results areas:**

- Increase and improve the organisation's public image.
- Help to target and reach new users and clients.

**Person Specification:**

Communications Co-ordinator

An outline of the skills, experience and abilities needed to be effective in post of Communications Co-ordinator.

**Experience:**

**Essential:**

- Experience of Marketing, PR or Communications work, or qualification in related area or a demonstrable interest in this area (for example volunteer work or student activities)

**Desirable:**

- Experience of marketing services for a company
- Experience of developing, and working in, partnerships
- Experience of updating websites and social media
- Basic design skills & familiarity with software such as Photoshop and InDesign
- Understanding of charities and fund-raising
- Experience with databases/ CMS for marketing
- Interest in working in cultural/charity sector

**Skills required:**

- Good organisational skills
- Ability to prioritise and structure own work load
- IT skills
- Good communication skills; ability to communicate with a range of people across gender, age, culture and at all levels
- To be able to positively contribute to, and work successfully with a team
- Good understanding of all forms of marketing and their applications

**Attributes & Competencies:**

1. Level-headed and resilient
2. Initiates change and development
3. Maintains relationships in team

4. Ability to translate business strategies into actionable plans
5. Proactive & Enthusiastic
6. Team worker
7. Problem solver / creative thinker
8. Demonstrably interested in media / arts education
9. Ability to prioritise and successfully work to deadlines
10. Ability to develop productive partnerships

This post will require an enhanced DBS check