

JOB DESCRIPTION

JOB TITLE:	Marketing and Communications Manager – Temporary Maternity Cover
DURATION:	Up to 14 months
SALARY:	£34,000
HOURS:	Monday to Friday 8.30am to 5.00pm. You will be required to stay later to occasionally oversee events.
HOLIDAYS:	25 days plus bank holidays
REPORTING TO:	CEO
LOCATION:	305 Garratt Lane, Earlsfield, SW17 0NY or other location as required.
DATE WRITTEN:	November 2017

PURPOSE

- To implement the marketing and communications strategy plan for Year 3 of the BeyondAutism strategy
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MAIN DUTIES AND RESPONSIBILITIES

Marketing

- Working alongside other colleagues, deliver the activities set out in the approved marketing and communications plan
- Marketing all BeyondAutism services
- Be responsible for the consistent use of branded collateral and key messaging across the organisation
- Sign off on all branded external marketing in accordance with the brand guidelines
- Be responsible for the creation of promotional literature, collateral and artwork as required by the organisation and its services
- Liaise with external suppliers for print, design, film and photography needs
- Manage the charity and school websites
- Organise the presence of the organisation at exhibitions as required
- Advise on event planning to ensure the communication of key messages
- Ensure pupil photo consent is adhered to throughout the organisation

Communications

- Oversee the content posted by the Fundraising and Marketing Officer on the organisation's social media channels
- Work with the Fundraising and Marketing Officer to ensure the websites are updated with new and timely content
- Co-ordinate the production and in-house design of end of term newsletters and develop other communications/marketing materials as required
- Work with colleagues to market all events, fundraising activities and services
- Identify and develop case studies
- Produce press releases as required
- Support the CEO with organisational communications, and help co-ordinate any crisis related communication
- Deal with telephone enquiries, and draft, type and dispatch charity office/fundraising correspondence as required

Stakeholder Engagement

- Support Heads of services to implement their service marketing plans to effectively market services to target audiences
- Provide communications support to the fundraising team
- Write and create materials as needed
- Monitor and evaluate complaints, concerns and compliments, reporting monthly to SMT meetings

Organisation wide collaboration

- Chair, motivate and drive the monthly marketing and communications meetings
- Produce accurate, informative reports for monthly SMT that inform decision making
- Manage the marketing budget, liaising with colleagues to plan spend and seeking the best value for money with external services
- Take necessary actions to ensure that the marketing and communications function of the organisation is GDPR compliant by the May 2018 deadline, and support colleagues in doing the same.

General Responsibilities

- To line manage the Fundraising and Marketing Officer
- To understand, adhere and actively implement all the policies and procedures of the organisation at all times
- To safeguard children at all times
- Assist with other work, events, mail outs etc. when/if required
- Provide project work support to the CEO as and when required
- To undertake additional tasks reasonably requested by the CEO