

JOB DESCRIPTION

JOB TITLE: Head of Marketing and Communications (Temporary Maternity Cover)

SALARY: £36,070

Duration: 1 year

HOURS: Monday to Friday 8.30am to 5.00pm. You will be required to stay later to occasionally oversee a services or fundraising event.

HOLIDAYS: 25 days plus bank holidays

REPORTING TO: CEO

LOCATION: BeyondAutism services

DATE WRITTEN: June 2020

PURPOSE

- In liaison with the Senior Management Team, implement and deliver the marketing and communications plan in accordance with the BeyondAutism strategy, ensuring that all communications are consistent, accurate and professional
 - To manage and deliver key projects identified in the year 1 plan
 - To take the lead role in marketing and communications
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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 for Year 1 of the 2025 strategy
- Work with service Heads to market all BeyondAutism services to target audiences and deliver the activities in the service marketing and communications plans
- Ensure consistent use of branded collateral and key messaging across the organisation, and sign off on branded external marketing, in accordance with brand guidelines
- Work with the Senior Marketing Officer to create promotional literature and artwork for the services, fundraising team and charity as required
- Liaise with external suppliers for print and design needs

Events

- Market all BeyondAutism events
 - BeyondAutism conference in Spring 2021
- Organise the presence of the organisation at exhibitions, including arranging staff volunteers
 - TES SEN
 - Autism Show x 2
 - Kidz to Adultz South x 2
 - Schools and Academies
 - New opportunities outlined by SMT (and booking up for the following year)
- Lead on the delivery of the Annual Staff Conference, early September 2021
 - Programme development, with SMT / committee
 - Venue sourcing
 - Speaker liaison

Communications

- Produce press releases as required
- Support CEO with events they are presenting at, communication of key strategic outputs from SMT and any organisational comms
- Help co-ordinate any crisis-related comms
- Oversee the content posted by the Senior Marketing Officer on the organisation's social media channels in line with the approved marketing and communication plans
- Work with the Senior Marketing Officer to ensure the websites are updated with new and timely content
- Support staff engagement (for e.g. by sharing monthly satisfactions, case studies, and overseeing the content shared on the internal digital signage)
- Identify and develop case studies with the Senior Marketing Officer
- Write and create materials as needed

Research

- Support SMT with market research and analysis for new service development, working with project leads to inform decision making and business cases

New Business Development

- Deliver the established marketing and communication plans for new business development
 - Employment
 - Training
 - Professional section of website
- Monitor and report on the marketing and communication plans for new business development

External stakeholder management

- Ensure that we are delivering against our 'say something more interesting' campaign, in line with the plan for the BeyondAutism conference
- Monitor, evaluate and report on complaints, concerns and satisfactions

Organisation-wide collaboration

- Line manage the Senior Marketing Officer
- Produce accurate, informative status reports for monthly SMT that inform decision making
- Manage the marketing budget, ensuring no overspend and keeping costs down where possible
- Respond to any marketing / communication queries around GDPR
- Do preparation work for the first annual impact report

General responsibilities

- To understand, adhere to and actively implement all the policies and procedures of the organisation at all times
- To safeguard children and vulnerable adults 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

TL/June 2020