

JOB DESCRIPTION

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| JOB TITLE: | Communications and Events Manager (1 year fixed-term contract – Maternity Cover) |
| SALARY: | £36,070. |
| HOURS: | Full time, Monday to Friday, 8.30am to 5.00pm. You will be required to stay later to occasionally oversee or support events. |
| HOLIDAYS: | 33 days per year inclusive of bank holidays |
| REPORTING TO: | Head of Marketing and Engagement |
| LOCATION: | Hybrid working - Part of the week working remotely, with the remainder of the week working from our Charity Office in Roehampton and our services across Wandsworth. |
| START DATE: | August 2023 |

PURPOSE

- Work as part of the Marketing and Communications Team, to implement the marketing and communications plan in accordance with the BeyondAutism strategy, ensuring that all communications are consistent, accurate and professional
 - Ensure that impact and reach are measured with the outcome influencing and informing plans and direction
 - Take the lead role in external stakeholder management and events, including the delivery of the annual BeyondAutism Professional Conference
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MAIN DUTIES AND RESPONSIBILITIES

Events organising and marketing

- Project manage and market the annual BeyondAutism Professional Conference – an in-person, 2-day event for professionals; working with external partners to deliver against agreed timelines and budget and working with others in the Marketing and Communications Team to ensure the event is promoted to key stakeholders
- Support the Fundraising Team in the marketing and material creation for BeyondAutism fundraising events including the Carol Concert (Dec '23) and Annual Quiz (May '24)
- Organise BeyondAutism presence at key trade events throughout the year – this includes Tes SEN (Oct '23), Kidz to Adultz (May '24) and the Autism Show (June '24)

- Includes updating and printing all event materials, including banners and flyers, and sourcing volunteers to man the stand; includes working with the Digital Marketing Manager to promote our presence at the events
- Support colleagues on additional events that may come up as part of the strategy, including marketing the events and developing event materials
- Ensure the consistent use of branded collateral and key messaging at events, in accordance with the brand guidelines, and ensuring the most up-to-date information is being shared
- Work with BeyondAutism presenters to ensure content is communicating our messages in a way that builds our profile and reputation (this may include supporting on the development of PowerPoint presentations that align with our strategy)

Raising a positive profile and extending reach

- Produce press releases as required
- Beyond the core events listed above, support the CEO and other members of SMT with any events they are presenting at – this may include developing briefing documents, producing materials or presentations and supporting on event logistics
- Work with SMT to ensure we have organisational responses in place to respond to conversations around our core topics of focus, to ensure our profile is prominent

Stakeholder consultation

- Project manage the stakeholder consultation plan that will drive the development of our new strategy (2025-2030)
 - This will involve developing surveys, organising events and conducting research around existing engagement opportunities
 - Additionally working with the Digital Marketing Manager on a social media marketing plan to engage new audiences in the consultation
- Lead on all engagements with external stakeholders, including attending F2F events; and support the Head of Marketing and Engagement in the delivery of activities to engage internal stakeholders
- Work as part of the project team to analyse the results of the consultation into a report to help guide the new strategy development

Research and new business development

Working in collaboration with the Director of Research & New Business and the Head of Research & Learning:

- Support in the research of articles and news reports relevant to specific projects, sharing summaries that will help inform current thinking and decision making
- Support in market research and analysis for new service development, to inform decision making and the development of strong business cases
- Lead on the development of marketing and communication plans for new business development, with the support of the Head of Marketing and Engagement

- Monitor and report on marketing and communication plans for new business development

Organisation wide collaboration

- Manage the events section of 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, and support colleagues in doing the same.
- Support the Head of Marketing and Engagement in the creation and publication of the 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
- Provide project work support to the CEO as and when required
- To undertake additional tasks reasonably requested by the Head of Marketing & Engagement