



# Marketing and Communications Officer

Job Description & Person Specification

**BeyondAutism**

**June 2024**

Registered Charity No. 1082599  
020 3031 9705  
[beyondautism.org.uk](https://beyondautism.org.uk)

 **BeyondAutism**

# Table of Contents

About BeyondAutism	3
Our values	3
Job overview	3
What we can offer you	4
About the role	5
What you will bring to the role	6
Job information	7



# About BeyondAutism

We are experts in delivering autism education services from pre-school to 25. BeyondAutism is a non-profit organisation, driving change in the world of autism education to ensure autistic children and young adults access an education which empowers a life full of choice, independence and opportunity. We do this by creating positive educational experiences, training for the professional team around a child, and information, resources and support for families and carers.

## Our services:

We deliver rapid and sustained outcomes in our Early Years' service by working with parents and children together. Empowering parents to feel resilient and confident in meeting the needs of their child leads to aspirational, informed choices creating a positive and successful step into primary education.

Our schools and Post-19 service have a specialist curriculum that ensures sustained success beyond the age of 25, setting children and young adults up with the skills and independence to lead a life of their choosing. By teaching them the academic and life skills they need and through the promotion of a happy, caring environment, we nurture the confidence, independence and self-belief to enable them to make the most of the next stage of their life or education.

We also work more widely, activating networks and building local capacity with our solution focused Outreach team. Our unique BeyondAutism Fast Responder® service works at the point of crisis to change the national picture and reduce school placement breakdown.

## Our values

At BeyondAutism we are:

### Dedicated to delivering excellence

Developing expertise, outstanding services and positive engagement, always seeking to go above and beyond expectations.

### Committed to Behaviour Analysis, underpinned by the science of Applied Behaviour Analysis and Verbal Behaviour

Contributing to research and ensuring our staff continually develop and share best practice that ensure aspirational outcomes are achieved for autistic individuals.

### Respectful

Embracing diversity, showing integrity, acting with compassion and always treating people with dignity.

### Proud to challenge

Listening, changing thinking, shifting attitudes and educating.

## Job overview

The primary purpose of this vital role in the MarComms team is to engage BeyondAutism's stakeholders with our services, campaigns and fundraising efforts by delivering impactful content across all of our online and offline communication channels in alignment with our vision, goals and strategic objectives.

- We are looking for a creative, dedicated and enthusiastic Marketer to join our team and support with delivering our 5 year strategy
- With a keen eye for detail and a passion for creating quality communications, you will oversee the development of social media, newsletter and website content and play a crucial role in helping to drive BeyondAutism's online presence, brand profile and reach
- An all-rounder, you must be flexible, and adept at being involved in lots of different projects whilst maintaining attention to detail and managing your time effectively

# What we can offer you

You can find a very rewarding career with BeyondAutism. As well as being part of a team delivering life-changing services, we offer multiple and generous benefits to employees.



## Pension scheme \*

We offer a competitive pension scheme via salary exchange of 3, 4 or 5% and match your contribution.



## Hybrid and flexible working

Charity staff have the option of hybrid and flexible working. To be agreed with HR and the department head.



## Season ticket loan \*

We can loan you the cost of your season ticket, repaid through monthly salary deductions for the period of the season ticket or less. Maximum period 12 months. Maximum loan £5000.



## Bicycle loan \*

We can loan you the cost of purchasing a bike for the purpose of cycling to work. Up to a maximum value of £1000, repayable over a period of 12 months or less.



## Continuing Professional Development (CPD)

Further education opportunities including Masters, RBTs, diplomas and certificates; and opportunities for membership for relevant professional bodies.



## Professional Membership fees

Reimbursement of the cost of annual professional membership fee where continued membership registration is a requirement of your role.



## Onsite counsellor

One counsellor working across our sites offering confidential 1:1 counselling sessions.



## Perkbox

Access to an online perk scheme which gives you your pick of over 200 great discounts and freebies such as a free monthly hot drink from Cafe Nero, discounts on high street shopping and great price cinema tickets.



## Employee Assistance Programme

Free access to a 24/7 confidential counselling support, including opportunity for face-to-face support.



## Employee Referral Programme

Generous £400 thank you payment when you refer somebody into one of our open vacancies.



## Eye care vouchers

Vouchers to cover the cost of an annual eye examination and single-vision spectacles, if needed.

Benefits marked with (\*) are contractual benefits open to staff who have been in post for three months or more.



## Communications and content creation

- Design marketing and communications material (internal and external) using Canva
- Write content based on learnings from SEMRush and keyword research, and proofread draft materials, communications and content
- Ensure all written communications adhere to our values and strategic objectives, and follow our Tone of Voice guidelines
- Assist in delivering external communications plans
- Write content for email bulletins sent to the database
- Draft and circulate press releases for the organisation
- Source and write up regular impact stories from across the organisation that reflect our 5 strategic objectives, working closely with the Fundraising Team and service staff
- Visit services to capture photos and video of special events and increase our bank of photos, ensuring photo consent is adhered to and that our images reflect the diversity of our learners and staff, and our values. Be responsible for liaising with service administrators to ensure our photo consent records are up to date.
- Be responsible for regular updates of internal communications channels including internal screens, and SharePoint – our intranet system
- On a termly basis be responsible for putting together the services and staff newsletters, collecting information and content from colleagues across the organisation
- Use Vyond/iMovie to create video content

## Digital

- Have responsibility for managing the social media content planner, updating channels with regular content and engaging with followers
- Monitor social channels daily, checking for messages/comments
- Assist in keeping the school and charity websites up to date with new and timely content, and ensure existing content is up to date, accurate, and follows our Tone of Voice guidelines
- Support the Digital Marketing Manager in producing reports from our website data and monthly analytics
- Maintain the CRM database – adding new contacts, updating existing contacts, liaising with the fundraising team and administrators across the organisation, and ensuring we are compliant with GDPR
- Research groups/trends that we can make use of in our communications, looking out for trending topics and articles around autism/SEN

## Marketing and brand

- Support the wider team with the delivery of marketing and fundraising campaigns
- Market all events and fundraising activities
- Be a point of contact for marketing and communications enquiries from across the organisation, liaising with Senior Management Team, fundraising team, and administrators
- Be a brand guardian, responsible for the consistent use of visual identity, tone and messaging in our external materials, supporting departments across the organisation with document branding
- Carry out audits of our website content and wider materials
- Research marketing leads and potential network and partnership opportunities for the organisation

## Events

- Oversee and support, as required, the involvement of BeyondAutism at external and internal events, including providing relevant materials and information about the charity
- Assist the Communications and Events Manager with organising the presence of the charity or services at exhibitions, including travelling to events to set up stands, being present on the stand during the event, organising volunteers at events, organising furniture and stand orders, and printing collateral
- Assist the Communications and Events Manager and colleagues with putting on our Annual Professional Conference including supporting on delivering the marketing plans

## General Marcomms Support

- Liaise with external suppliers and source quotes for print and design needs
- Respond to marketing enquiries promptly and appropriately
- Support with the smooth running of the charity office, dealing with enquiries by telephone and email, and taking minutes of meetings as required

## General Responsibilities

- To understand, adhere and actively implement all the policies and procedures of the the charity at all times
- A commitment to safeguarding and promoting the welfare of children and young adults at all times
- To undertake training as required
- To undertake additional tasks reasonably requested by the Head of Marketing and Engagement and the Head of External Relations (currently on maternity leave)

# What you will bring to the role

We are looking for passionate and dedicated professionals who want to make a truly positive impact on autistic peoples' lives. Working as part of the Marketing and Communications team you will be a crucial part in ensuring key stakeholders are kept up-to-date with the work of BeyondAutism.

	Essential	Desirable
Experience	<ul style="list-style-type: none"> <li>• 1-2 years' relevant experience in a marketing and/or communications role.</li> <li>• Experience of writing content for a range of communication channels including websites, newsletters, emails and social media.</li> <li>• Experience of using a social media management tool e.g. Buffer, Hootsuite</li> <li>• Experience of reviewing and disseminating social media metrics and reports.</li> <li>• Experience using databases and mailing lists with email service providers to produce tailored communications for stakeholders.</li> <li>• Experience designing basic marketing materials such as flyers and newsletters.</li> <li>• Experience of managing a busy workload and priorities; working to tight deadlines under pressure.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working for a charity/non-profit.</li> <li>• Experience supporting successful events.</li> <li>• Experience of project planning for social channels.</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Excellent Microsoft Office skills (including Word, Excel and PowerPoint).</li> <li>• Basic photography skills.</li> <li>• Excellent communication and relationship building skills.</li> <li>• Excellent written communication skills and experience of changing messages for different audiences effectively.</li> <li>• Strong administrative, time management and organisational skills, with the ability to work effectively under pressure whilst still maintaining a high level of attention to detail.</li> <li>• A high level of proofreading skills.</li> <li>• Experience in using Canva or equivalent design programme.</li> </ul>	<ul style="list-style-type: none"> <li>• Ability to use CRM databases at a competent level or higher.</li> <li>• Experience of using content management systems (e.g. WordPress).</li> <li>• Presentation skills.</li> </ul>
Abilities	<ul style="list-style-type: none"> <li>• Works effectively and supportively on shared objectives with colleagues across the organisation.</li> <li>• Articulate, with a high standard of literacy and confident level of numeracy.</li> <li>• Ability to use initiative and work on projects independently, as well as collaboratively as part of a team.</li> </ul>	
Personal qualities	<ul style="list-style-type: none"> <li>• An approachable, positive, can-do attitude.</li> <li>• Passion and enthusiasm for marketing.</li> <li>• Commitment to high standards of work.</li> <li>• Flexible, adaptable and able to relate well to different types of people.</li> <li>• A commitment to safeguarding and promoting the welfare of children and young adults.</li> </ul>	

<b>SALARY SCALE:</b>	£26,250 - £27,315 depending on experience
<b>HOURS:</b>	37.5 hours per week
<b>LINE MANAGER:</b>	Digital Marketing Manager
<b>LOCATION(S):</b>	Charity office (Roehampton, SW15 5LD) and other locations as required including our services (across London). Flexibility to work from home for part of the week
<b>PROBATIONARY PERIOD:</b>	Six months
<b>HOLIDAY:</b>	25 days plus bank holidays (rising a day with each year of service after 2 years to a cap of 28 days). Additionally there is a discretionary office closure between Christmas and New Year.
<b>HOW TO APPLY:</b>	<p>If you're interested in applying for the role, please send your CV and covering letter to <a href="mailto:recruitment@beyondautism.org.uk">recruitment@beyondautism.org.uk</a>.</p> <p>Your cover letter should include:</p> <ul style="list-style-type: none"> <li>• Why you are interested in applying for this role</li> <li>• How your skills/experience meet the requirements of the person specification</li> </ul> <p><b>If selected for interview you will be required to fill out a full application form for safer recruitment purposes.</b></p>

If you would like to know more or ask a question please email [recruitment@beyondautism.org.uk](mailto:recruitment@beyondautism.org.uk).

BeyondAutism is proud to be an equal opportunity workplace. We are committed to equal employment opportunity regardless of ethnicity, religion, sex, sexual orientation, age, marital status, disability or gender identity.

BeyondAutism is committed to safeguarding and promoting the welfare of children and young adults and expects all staff to share this commitment. An enhanced disclosure will be conducted for the successful applicant.

