

Wimbledon Guild of Social Welfare

Job description

Job Title:	Marketing and Communications Officer
Reporting to:	Marketing and Communications Manager
Position in organisation:	The role will form part of the Fundraising and Communications team
Based:	Wimbledon Guild headquarters, central Wimbledon
Salary:	£26,000 pro rata
Hours:	Three days a week, permanent role

Description of post

Wimbledon Guild is looking for a new Marketing and Communications Officer to assist the Marketing and Communications Manager in all aspects of communications activities.

You will be a great communicator who excels at building relationships with internal and external stakeholders. You will understand the importance of delivering a message in an engaging and relevant way and will know that different audiences require different approaches. You will have a proven track record of working across departments and managing conflicting priorities to arrive at a suitable compromise. Your organisational skills will be strong and you will be able to assimilate large amounts of information.

Main duties and responsibilities:

- Manage the day to day running of our social media channels, alongside the Marketing and Communications Manager.
- Create strong relationships with others in the organisation, and always have an ear open for a story
- Be the first point of contact for changes/additions to our website, using a simple back office CMS
- Keep track of marketing collateral, manage stock levels – develop a system for keeping track of event materials
- Research feasibility and costs of potential products/projects
- Liaise with printers/agencies/3rd parties to ensure products are produced and delivered on time and error-free
- Work with staff from other departments as well as clients and volunteers to coordinate timetables for photography/video and information for publications.
- Create written content for our website, social media, and newsletters
- Gather case studies from others in the organisation, develop and maintain a case study library

This list of tasks is not exhaustive and will be reviewed from time to time in discussion with the post holder.

Essential:

- A storyteller, with an eye for a good headline and the ability to develop content for a variety of audiences
- Experience of managing and writing content for a range of channels, including website articles, Facebook and Twitter
- Excellent command of the English language along with strong copywriting and proofreading skills with a high level of attention to detail
- Visually literate, with ability to make appropriate judgments on design to support the development of high-quality content
- Excellent project and time management skills, with ability to prioritise workload and conflicting requests from senior internal and external stakeholders
- Excellent interpersonal skills, with ability to communicate effectively with a wide variety of clients and stakeholders
- Ability to work outside normal office hours on very rare occasions for large events
- Strong IT skills including Microsoft office
- Rigorous in ensuring deadlines are met
- Experience of liaising with people at all levels
- Proven experience with at least one year in a marketing/communications focused role
- Commitment to the mission, vision and values of Wimbledon Guild
- Commitment to equal opportunities

Desirable

- Knowledge of Facebook Ads and Business Manager
- Knowledge of Google Ads
- Experience with Mail Chimp
- Experience with Hootsuite or similar social media scheduling tools
- Basic knowledge of graphic design – Adobe Photoshop, InDesign, Illustrator, Canva
- Day-to-day knowledge of managing websites using a CMS (knowledge of HTML/coding not required)
- Experience dealing with GDPR and its impact on data handling