

## Role Profile

<b>Role Title:</b>	Marketing and Communications Officer
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### Role Purpose

#### *Brief Description of the Role*

Contribute to the sustainability of the organisation through the provision of services to members and external customers by:

- Delivering HLP's Marketing and Communications Strategy.
- Managing internal communications processes and resources to meet operational goals.
- Forging strong internal and external relationships with media platforms to raise HLP's profile.
- Ensuring that objectives are delivered on time, within budget and to HLP's standard of quality, to support the successful development of the organisation.

### Responsibilities & Accountabilities

#### *Statement of Main Areas of Responsibility*

#### **Key responsibilities:**

#### **Membership and Services**

- Develop, write and deliver engaging supporter journey plans that enable HLP members and stakeholders to feel valued and encourage their contribution to campaigns.
- To drive growth of HLP membership through email, social media and events.
- Identify opportunities and initiatives to improve member engagement.
- Promotion of HLP's services such as Training, Helplines Standard and Consultancy.

#### **Email**

- Build, edit and send membership e-communications and other stakeholder journey engagement.
- Oversee and ensure best practice in email content, testing, delivery and response rates.

#### **Social media**

- Maintain the organisational social media platforms and generate greater reach of our campaigns and messages.
- Develop and advise on new social media content.
- Create and edit videos and graphics.

#### **Campaigns**

- Identify key campaigns that are relevant to the helpline sector.
- Work in partnership / joint campaigns with members / stakeholders.

#### **Website**

- Manage HLP's website structure.
- Create, upload and edit content.
- Work with colleagues to ensure all content is current.

#### **Media**

- Contribute to press releases and press strategies in conjunction with Senior Management.
- Research and develop press release material to promote the helpline sector.

#### **General**

- Develop and ensure delivery of HLP's digital strategy and communications calendar, encompassing social media, website, and email, working closely with the team.
- Assist with the production of HLP briefings, reports and publications to ensure content remains relevant.

- Provide reports on website, email and social media performance.
- Monitor trends, sector standards and advise on new digital initiatives.
- Manage expenditure within agreed budgets.
- Organisational branding of materials in conjunction with the Services / Membership Teams.

The post holder will be expected to:

- Operate within the parameters of strategic and operational plans, ensuring best practice in line with the sector and the organisation.
- Comply with Data Protection, Health and Safety at Work and Equality and Diversity legislation and adhere to policies, procedures and best practice at all times.
- Work collaboratively with other staff as necessary to deliver these responsibilities and agreed objectives.
- Undertake any other reasonable duties as deemed necessary by the line manager.

The above list of duties is not exhaustive and it may change due to the needs of the business. In the interest of effective working the main areas of responsibility and major tasks may be reviewed from time to time to reflect changing organisational needs and circumstances. Such reviews and any consequential changes will be carried out in consultation with the post holder.

## **Knowledge, Skills and Experience**

### *The Tools Required to Perform the Role*

#### **Person specification**

##### **Essential Experience and Skills:**

Ability to write persuasive content and create engaging messaging for a variety of audiences and across multiple digital channels and have good attention to detail.

Experience in digital communications, campaigns or marketing.

Strong understanding of social media i.e. Twitter, LinkedIn, and other digital platforms, operating within best practice and trends.

Ability to monitor trends and identify creative opportunities that support campaign objectives.

Ability to monitor and analyse performance data.

Strong organisational skills with the ability to manage multiple priorities and tight deadlines with a proactive approach.

Friendly, positive, flexible and adaptable team player.

IT skills including knowledge of MS Office packages.

Experience of CRM Software and website CMS.

Ability to demonstrate initiative and have a creative approach to problem solving.

##### **Desirable:**

Knowledge of helplines and membership organisations

Proficient in production of graphics and video content; use of image, video and audio editing software.

##### **Our Values:**

Helplines Partnership's core values have been developed to guide the way we want to work, manage our business, and deliver our services. They provide the foundation for our staff when responding to members and stakeholders.

Quality – confirming our commitment to value and excellence

Passion – affirming our enthusiasm for what we do

Integrity – upholding our commitment to honesty and sound work principles

Ambition – emphasising our motivation and determination to succeed

Equity – committing ourselves to fairness and equality

Helplines Partnership is committed to inspiring its members with the same ethos and building a connected, responsive and sustainable help-sector and is committed to anti-discriminatory values and to the involvement of users of services.

**Other requirements:**

The ability to travel and work effectively within and outside the UK.

This is a part-time position 27.5 hours per week. The job holder will have the flexibility to carry out their duties in line with operational needs and personal circumstances.

**Acknowledgements**

*Signatures Required from Line Manager and Employee*

**Line Manager Signature:** ..... **Date:** .....

**Employee Signature:** ..... **Date:** .....