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| **Job Title:** | Marketing and Communications Officer |
| **Reports to:** | Marketing and Communications Executive |
| **Location:** | DCT Offices  |
| **Hours of work:** | 14.5 hours per week (0.4 fte) |

**Job Purpose:**

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| To ensure we communicate with our customers through clear, contemporary, attractive and engaging use of all media and to support marketing of our services and provide information about the opportunities we offer to the communities, stakeholders and people of Devon. |

**Principle Duties and Responsibilities:**

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| * Support the delivery of the Integrated Marketing and Communications Strategy
* Support the maintenance of the website, including the daily refreshing of information, adding news, information, events and video clips
* Create content for our social media channels; Twitter, Facebook, LinkedIn, Instagram and other popular social media sites appropriate to our target audiences.
* Comply with DCT brand guidelines, ensuring all internal documents and external publications and marketing materials are appropriate in brand, colours fonts and layouts
* Create journalistic copywriting content for press releases, news articles, marketing materials and content for our annual magazine LOVE Devon and the Quarterly & Annual Impact Reports.
* Contribute to the publication of key documents and promotional materials and campaigns
* Maintain the crm marketing contact distribution lists, facilitate group mailings and other marketing communications, ensuring strict compliance with data protection legislation

**Other duties:*** Carry out any other duties as reasonably requested by the Marketing & Communications Executive, Management Team or other colleagues.
* Ensure that an equalities and diversity approach are incorporated into all aspects of the post-holder’s work.
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**Structure Chart**

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**Person Specification:**

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| **Attribute** | **Essential** | **Desirable** | **Method of Assessment** |
| **Management** | •Be able to manage a wide variety of tasks within set timescales |  | Application form/ Interview |
| **Experience** | •Experience of working in a marketing & communications environment•Experience of producing engaging and user friendly website content  | * A high quality design portfolio
* Experience of brand activation/ development
 | Application form/ Interview |
| **Practical Skills** |  •Proven journalistic & copywriting skills - the ability to compose engaging text for website, social media, press releases and news articles•A creative approach to producing visual content•The ability to use social media for marketing•Able to multi-task and respond positively to competing workloads•Current IT skills using Microsoft Office•Good interpersonal skills and a confident and professional telephone manner | •Ability to take and produce minutes of meetings* Use of In – Design to create high quality publications for print and online
* Experience of copywriting for SEO
 | Application form/ Interview/ Practical Test |
| **Strategic Thinking** | •Experience of contributing to/working to a marketing and communications strategy•Ability to be innovative and creative and problem solve  |  | Application form/ Interview |
| **Education and Training** | •5 GCSEs or equivalent skills at grade C or above, including English & Maths | •A degree or other relevant marketing qualification,  | Application form/ Interview |
| **Specialist Knowledge** | •Experience of website content management•Experience of managing social media accounts* Experience of journalistic copywriting in a marketing and communications environment
* Experience in creating and delivering promotional campaigns
* Experience of Public Relations and effective management of customer/ stakeholder/ contractor relationships
 | •Experience in organising events/fundraising•Experience of the Charity sector, either in our outside of work* Use of In-Design or similar desktop publishing software
 | Application form/ Interview |
| **Personal Attributes** | •Demonstrates a consistent friendly and welcoming approach •Ability to work both independently and collaboratively•A flexible, adaptable and enthusiastic attitude | •Be able to demonstrate commitment to our aims | Application form/ Interview |
| **Equality, Diversity & Inclusion** | •Understanding/ of and commitment to of promoting equality, diversity & inclusion  | •Completed equality and diversity training.* Able to relate well to people from a variety of different settings
 | Application form/ Interview |