



INSPIRA JOB DESCRIPTION

MARKETING COMMUNICATIONS LEAD

This job description is by no means permanent and exhaustive but rather acts as a guide for the main duties, tasks and areas of responsibility for which the post holder is accountable.

The business will develop and change and as a result the post holder's obligations may vary and develop to meet business need. The post holder will be required to perform other duties assigned which will be reasonable and in relation to the individual's skills, abilities and grade.

Description of Work

Responsible for the delivery and progression of the company's brand and marketing communications activities across the Company's communication channels including the intranet, websites, social media and email, plus third-party channels where appropriate.

The post holder will maximise opportunities to

- Drive target audiences to Inspira to access our help and services
- Engage with our stakeholder to persuade them to work with us
- Update our growing team on our activities and success stories.

They will work with Inspira staff teams to create suitable high-quality content and take responsibility to ensure opportunities to promote the work of the Charity are taken advantage of.



Typical work tasks

- Creating and implementing digital and email marketing campaigns to align with the overarching marketing and communication strategy, with the goal of raising awareness of the brand and its services, and generating leads
- Leading the ongoing development of the company website to increase leads, and conversion to clients
- Manage the content and functionality of the company's intranet
- Leading on the development of the social media presence
- Writing and editing persuasive copy, including press releases, and distributing to company and third-party platforms
- Maintaining a continuous and positive dialogue with staff, proactively seeking out fresh and creative content and keep informed of forthcoming activities to be communicated via the website and social media channels
- Creating general marketing literature (must be proficient in the use of design software such as Photoshop/InDesign and Premiere)
- Ensuring fresh and SEO ready content (news, blogs and case studies – video and written) is updated to the website regularly
- Using appropriate analytics to measure, evaluate and report against goals and performance of campaigns and activities and identify improvements where necessary
- Keeping up to date with relevant information, developments, trends and legislation in marketing
- Support and comply with safeguarding and child protection principles and policies
- Take appropriate responsibility for Health and Safety and risk assessments
- Ensure appropriate confidentiality
- Ensure equality of opportunity for all, respecting diversity, belief and cultures and challenging discrimination
- Collect, manage and share information, in accordance with Data Protection legislation.

PERSON SPECIFICATION

QUALIFICATION	
Essential Qualification(s)	Desirable Qualification(s)
<ul style="list-style-type: none"> GCSE Grade 4/5 (grade C) in Maths and English Degree level qualification. 	<ul style="list-style-type: none"> Degree in Marketing.
EXPERIENCE	
<ul style="list-style-type: none"> Experience in creating highly effective digital and email marketing campaigns Experience in creating strong, engaging content to tell a compelling 'story' Experience in engaging bloggers, influencers and citizen journalists to help tell a company's story Proficient in using content management systems, and understanding the customer journey Experience using data analytic tools such as Google Analytics Experience in using Adobe Creative platforms Experience in promoting collaboration between team members. 	
KNOWLEDGE	
<ul style="list-style-type: none"> Knowledge and understanding of search engine optimization best practices Knowledge of social media platforms including how best to use and selecting right medium depending upon audience and message Knowledge and understanding of email marketing platforms Working knowledge of Adobe Creative platforms, including Photoshop/ Indesign and Premiere Working knowledge of web accessibility, coding standards and user experience 	
SKILLS / ABILITIES	
<ul style="list-style-type: none"> Ability to work efficiently without compromising quality or accuracy Ability to engage and empathise Ability to motivate and inspire Ability to challenge and influence High level communication (listening and questioning) skills, verbal and written Administrative and report writing skills Excellence in writing, proofreading, and editing. Developed organisational and time-management skills IT literate 	<ul style="list-style-type: none"> The ability to research information and explain it clearly Ability to prioritise and manage own workload Ability to meet targets Ability to work independently and as part of a team Ability to think creatively and suggest alternative courses of action Ability to relate to a wide range of groups and individuals
ATTITUDE/QUALITIES	
<ul style="list-style-type: none"> Passion for the latest social media platforms, Digital marketing and communication techniques and creating engaging content Self-motivated and shows initiative Flexible and adaptable in style and approach Enthusiasm and commitment to service and business development and providing a quality service Customer and solution focused Committed to equal opportunities 	

