**Job Description**

**Job Title: Marketing and Communications Executive**

**Reports to: Senior Fundraising Officer**

**Location: Hybrid – Home working and Office based (Langport)**

**Hours:                 30 hours per week (would consider full time or part time)**

**About bibic**

bibic is a small national charity based in Langport, Somerset. We deliver assessments and bespoke developmental therapy to children and young adults aged six months to 25 years old. We see them with or without a diagnosis and support a wide range of neurological and genetic conditions such as Autism, ADHD, Cerebral Palsy, Global Developmental Delay (GDD), Down’s syndrome, Sensory processing difficulties and many more. Often, following our support, children and young adults feel better understood by their parents and carers and are better able to manage their behaviour, emotions and sensory systems through the tools and advice we provide. Parents often talk of how bibic gave them a lifeline when they had nowhere else to turn.

**About the role**

We’re looking for someone who can take our marketing and comms strategy and deliver it with enthusiasm and creativity. The role will be exciting, with no two days the same as we grow our reach across the UK.

The primary purpose of this role will be to deliver bibic’s existing and new digital marketing channels including social media, mailing and website. There will also be ad-hoc offline marketing activity, events support and occasional press briefings.

**Key Accountabilities**

* Deliver existing marketing and communications plan including goals, budget and tactics.
* Manage bibic’s social media channels including content planning, engagement, organic and paid-for activity.
* Designing, writing and/or producing presentations, articles, digital content, leaflets, reports, publicity brochures, website copy and promotional videos.
* Ensure all communication and marketing material complies with the brand guidelines.
* Lead responsibility for all media activity including collating images and video content adhering to bibic’s voice and values.
* To work with the Fundraising Team to help develop promotional packages and appropriate marketing materials to support the fundraising strategy.
* Monitor, analyse and communicate marketing and communications activity on a monthly basis.

**General Requirements**

* Strong writing skills.
* Digital experience across WordPress, social media management platforms and CRM systems.
* 1 + years’ experience in marketing and comms.
* Understanding of GDPR.
* To work outside office hours, travel, and make overnight stays if required.
* A ‘hands-on’ and ‘can-do’ attitude.
* The post holder needs to demonstrate the maturity to manage a wide range of relationships in a positive manner and therefore able to command the respect of fundraisers, therapists and all other colleagues.

Note, that this job description is not contractual and may change over time as agreed with the CEO and Board of Trustees

* Due to the dynamic nature of the sector we work in, job descriptions are subject to review.
* Job holders are expected to be flexible and may be required to undertake duties which are not described in those above.

**Terms and conditions**

Salary: Band 2 – Up to £24,308 – Full Time but would consider reduced hours

Holiday: 20 + 3 mandatory days between Christmas and New Year, plus bank holidays.

Hours:                        30 hours per week (would consider full time or part time)

Location: Home Working/Office Based (Langport, Somerset)

Other Benefits: Pension - You will be eligible for bibic’s auto-enrolment scheme. Life Insurance following 1 years’ service and group permanent health care.

References – this role is subject to the receipt of a satisfactory DBS and suitable references

**Person Specification**

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| **Essential** |  |
| **Skills**  **Knowledge**  **Experience**  **Education** | Experience of working in a communications, PR and marketing environment and preferably experience or keen interest in using these to generate fundraising within a charity |
| Experience of developing impact stories |
| Excellent understanding of both traditional and digital media (print, broadcast, social and online) |
| Strong writing and editing skills |
| Experience of developing and working within brand guidelines and an understanding of the importance of growing a strong brand |
| Solid experience with social media including Facebook, Instagram, LinkedIn etc. |
| Strong planning and organisational skills including project planning, reporting and follow-up, personal self-management and work administration. |
| Experience developing engaging content |
| Accomplished user of IT and database systems |
| Highly effective in management of own time and workload with the ability to work well on own initiative and as part of a team. |
| Willing to travel if required |
| **Abilities** | A proactive and energetic personality, flexible and enthusiastic. |
| Highly self-motivated, proactive, ambitious and results-driven. Ready to seize new opportunities, research and source new ideas. A track record of delivery and seeing things through to completion. |
| Demonstrates initiative to get things done with the ability to plan for key milestones. |
| Willingness and ability to occasionally work unsociable hours as required at events and business meetings. |