

Job Description and Person Specification

Job Title: Marketing and Communications Officer

Reports to: COO

Location: Hybrid Working – Office in Langport, Somerset and Home

About bibic

bibic is a national charity supporting children, young people and adults with a wide range of developmental, neurological, sensory and learning differences. Support is available from as early as six months of age, and no referral is required.

Mission statement

We value neurodiversity and work with individuals of all neurotypes, with or without a diagnosis, empowering each individual to better understand themselves and the world around them. Together we support families while nurturing individual growth.

About the role

This is a vital role within bibic as we focus on expanding our reach and increasing awareness of our work across the UK. We are looking for a creative, passionate and motivated person who is excited to develop their skills and make a real difference within a small but ambitious charity. bibic has been supporting children and families for 54 years, and this role will play an important part in continuing that legacy as we move into the next chapter of our history.

You will have the opportunity to bring fresh ideas, develop our communications and help more families discover the support bibic can offer. Working as part of a small, dedicated team, you will have the opportunity to make a genuine impact and see the difference your work makes.

Key Accountabilities

- Develop a clear marketing and communications plan including focused goals and actions utilising the already agreed overall marketing strategy.
- Manage bibic's social media channels including content creation and planning, engagement, organic and paid-for activity.
- Responsibility for designing, writing and/or producing presentations, articles, digital content, leaflets, reports, publicity brochures, website copy and promotional videos.
- Ensure all communication and marketing material comply with the brand guidelines.
- Lead responsibility for all media activity including drafting press releases, briefing spokespeople, writing case studies and gathering communications collateral including third party testimonials, quotes, images and video content.
- Form, nurture and maintain relationships with local, regional, national and trade media and other key opinion formers.
- Support the management team by identifying and targeting potential interview and spokesperson opportunities.
- To identify, arrange and attend events including press launches, news conferences, industry events, exhibitions and open days, maximising opportunities for communications activity.
- To work with the Fundraising Team to help develop promotional packages and appropriate marketing materials to support the fundraising strategy.
- Design two main appeals twice yearly and several smaller marketing campaigns.
- Monitor, analyse and communicate marketing and communications activity on a monthly basis.

General Requirements

- Digital experience across WordPress, social media management platforms and CRM systems.
- Knowledge around using design tools such as Canva and adobe
- 1 + years' experience in marketing and communications (Desirable)
- Understanding of GDPR.
- A creative mind.
- 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 COO 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 3 - £25,809 - £30,309 per annum (PT - 25 hours per week - £17,206 - £20,206 pro rata)
Holiday:	20 + 3 mandatory days between Christmas and New Year, plus bank holidays (per annum)
Hours:	25 hours per week
Location:	Hybrid - Home working/Office Based in 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

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 collating and dealing sensitively with case studies
	Excellent understanding of both traditional and digital media (print, broadcast, social and online)
	Exceptional 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.
	Proven track record of designing and executing successful campaigns
	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-motivate, 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 work unsociable hours as required at events and business meetings.