

**JOB DESCRIPTION**

**POST:** **Marketing and Communications Officer**

**BASE:** This role is based at St Helena Campus in Chesterfield. However will require flexible working including a willingness to travel, work at University of Derby Campuses and work from home.

**TERM:** Fixed until June 30th 2024

**SALARY:** £25,418.98 FTE + 5% pension contribution

**HOURS:** 22.5 hours per week – 0.6 FTE

**We are open to discussing flexible working**

**REPORTS TO:** COMMuniTY CHESTERFIELD Project Manager

**COMMuniTY CHESTERFIELD:**

**putting the uni (of Derby) in the community (of Chesterfield)**

**A partnership between the health and social care voluntary and community sector in Chesterfield and the University of Derby**

COMMuniTY CHESTERFIELD is an innovative and ambitious partnership which brings together the assets of Chesterfield’s voluntary and community sector and the University of Derby.

Funded for a further two years (2022-2024) by the National Lottery and led by Derbyshire Voluntary Action, the project seeks to explore, enable and evaluate new relationships and cross sector collaborations between the community, the University and other participants.

During the COVID-19 pandemic, COMMuniTY CHESTERFIELD has shifted focus from a central hub at University of Derby St Helena Campus to creating online spaces for community and university to engage and converge. The project’s main role is to identify opportunities for new relationships, collaboration and innovation and to link university staff, students and programmes with community-based groups, places and initiatives to enable those opportunities to develop and flourish.

This exciting and innovative project is an exciting venture for Derbyshire Voluntary Action, bringing new resources, energy and skills to the voluntary sector and ultimately strengthening communities in Chesterfield and beyond.

**JOB PURPOSE:**

The post holder will ensure the benefits offered through the project reach their intended audience – whether Voluntary and Community Sector organisations, staff and students of University of Derby or residents of Chesterfield and surrounding area – through creative marketing and communication channels. They will take a strategic view, growing the reach and effectiveness of our messages, as well as maintaining communications with our existing stakeholders to promote training and other opportunities. Creativity and an eye for design will be key, as they will produce publicity materials and assist with communicating and celebrating our project outcomes to a wide audience. The Marketing and Communications Officer will have an excellent understanding of the whole project, and will contribute to the development of the project and the future work of Derbyshire Voluntary Action.

In particular, the post holder will:

**Build and maintain relationships:**

Work with partners at the University of Derby, particularly their teams responsible for marketing and communications to establish effective promotion of the Community Chesterfield Project and its activities.

Work with external infrastructure organisations such as East Midlands Chamber and Destination Chesterfield to maximise our impact.

**Communicating with our audience:**

* Plan, generate and upload content for social media channels which include Twitter, Facebook and Instagram. Work closely with the whole team to ensure effective engagement and timely response to our supporters and followers.
* Produce or effectively manage the production of video content for publicity purposes.
* To lead on producing and distributing a quarterly newsletter and produce ad hoc communications to send out to our distribution list in co-ordination with the whole team.
* Use creative skills to produce a range of marketing and publicity materials which will be suitable for diverse audiences.
* Attend at public or online events where appropriate, to make links and deliver messages face-to-face.

**Increasing our reach:**

* Take a strategic approach to growing our audiences – taking into account our very different audiences and needs as well as ‘speaking the right language’ to work effectively in different sectors and to appreciate the communication needs of the diverse voluntary and community sector.
* Develop relationships with local media outlets and influencers, getting Community Chesterfield featured regularly in a range of local media.
* Actively seek opportunities to get recognition for the project on a national level, through awards, conferences, as well as traditional media outlets.

**Project support:**

* Take strategic oversight for all marketing development.
* Work with Project Officer to keep the Community Chesterfield website up to date, producing and seeking content for blogs and news sections.
* Support all team members with appropriate support relating to brand identity, for example helping to produce or brand materials for training or other work, and by providing expert advice to the team, and directly to VCS groups if appropriate.
* Support the Project Manager by using evaluation data to create eye catching materials which can be used to share project findings and outcomes with both broad and specialist audiences.

**Promotion:**

To work closely with the team to influence timescales and themes of events to maximise marketing potential.

To take responsibility for maximising attendees at events and promoting our products.

**Standard:**

* To ensure that organisational policies and statutory regulations are adhered to at all times.
* To work to the values of the organisation and display high standards of integrity and professionalism towards clients and colleagues.
* To continuously update own knowledge and skills within the job role and contribute to setting own work objectives.
* To act at all times in a manner consistent with legislation, policy procedures in respect of Equality and Diversity.
* To adopt a professional and friendly approach in understanding and responding to staff and client needs.
* To attend regular staff, supervision and special purpose meetings.
* To contribute to and support the general development and work of Derbyshire Voluntary Action.
* To carry out such other duties as may be required from time to time by the Chief Executive, which are consistent with the duties and responsibilities of the post.

**Whilst every effort has been made to outline all the main duties and responsibilities of the post, a document such as this does not permit every item to be specified in detail. The post holder may, from time to time, be asked to undertake other reasonable duties commensurate with the grading of the post.**