**Purpose of Post:**

To lead the promotion of East Kent Mencap’s work through engaging and impactful marketing and communications.

As part of a small and dynamic team, the Marketing and Communications Coordinator will work closely with the Fundraising Manager to successfully promote East Kent Mencap’s activities and impact to enhance the charity’s profile, engage audiences and support the charity’s fundraising endeavours.

The Marketing and Communications Coordinator will lead and be responsible for all external and internal communications across a range of marketing functions, collaborating well with members (the people with a learning disability in East Kent that use our services), staff, partners, stakeholders and the public.

The role requires someone with excellent communication and people skills, who can lead and take ownership of all marketing and communications activities for East Kent Mencap, has a flexible, creative approach and is looking to work for a social care charity.

**Main duties/tasks and responsibilities:**

Strategy and planning

* Execute East Kent Mencap’s Communications Strategy, reviewing and updating regularly in line with the charity’s organisational aims and objectives
* Devise and implement innovative marketing and content campaigns that will engage target audiences, increase reach and engagement, and support East Kent Mencap’s fundraising.

Marketing:

* Initiate, plan, create, coordinate and manage the design and delivery of all marketing promotion activity and content for East Kent Mencap’s services, events, campaigns and projects, including printed newsletters, flyers, posters and digital channels (social media, website, enewsletters)

using Canva and newsletter software and liaising with external designers where relevant.

* Manage and maintain the organisation’s social media channels (Facebook, Twitter, Instagram, LinkedIn, YouTube) by planning, creating and posting engaging, creative, appropriate content and monitoring social media response and impact.
* Manage, oversee and deliver new content and updates for www.eastkentmencap.co.uk using WordPress and working with the charity’s website developer.
* Create, schedule and monitor all marketing email campaigns (using Mailchimp), including updating contacts.
* Develop and oversee photography and film content with responsibility for coordinating shooting, editing, branding and subtitling content and creating an easy-to-use image/film bank
* Be the lead marketing contact and representative for East Kent Mencap, liaising with staff, external printers, photographers, videographers, web designers, consultants and press and media contacts.
* Work with the HR team on internal communications, and recruitment promotion, offering best practice and marketing advice to get the best results.

Communications

* Lead and coordinate all press activity including developing newsworthy stories, writing press releases for regional media, managing media relationships and seeking all relevant coverage opportunities.
* Act as an ambassador for East Kent Mencap, networking at third and social sectors events (in person and online), developing positive professional relationships with project workers, partner organisations, dignitaries, local councillors and businesses.

Insights and analysis

* Use business intelligence/analytical methods to collect, monitor and analyse data to assess impact and predict trends, producing a quarterly report for the Senior Management Team that influences strategy through the provision of appropriate recommendations
* Forecast opportunities and barriers to the charity's growth by understanding local and global markets through the use of Horizon Scanning and SWOT analysis

Relationship Management:

* Build and maintain good relationships with other teams to understand their communications needs and response appropriately.
* Develop, maintain and manage East Kent Mencap’s database of contacts, ensuring that East Kent Mencap follows best practice in protecting audience data and complies with GDPR and other relevant legislation, as well as maximising relationship potential and analysing results to spot trends in charitable giving and return on investment.
* Recruit and coordinate volunteers within the team where appropriate

Fundraising

* Support East Kent Mencap’s fundraising by developing and delivering dedicated campaigns and projects with the Fundraising Manager that will increase giving

General:

* Work within East Kent Mencap’s quality management system following and adhering to all policies and procedures
* Respect East Kent Mencap’s equal opportunities and diversity policy in all aspects of the role, ensuring that all communications promotes inclusivity and is accessible.
* Attend regular supervision
* Attend some evening and weekend commitments
* Undertake other appropriate duties as required by your line manager

**Skills**

* Ability to think strategically and laterally to get the best communications results
* Excellent creative communication skills, with the ability to identify and develop a narrative in words and images that tells the story of what East Kent Mencap does and to reach target audiences.
* Exceptional writing and communication skills, with an ability to convey detailed information in a concise and compelling way.
* Excellent attention to detail, proof-reading and organisational skills.
* Proficiency in using marketing and software programs, apps and platforms (social media, Canva design software, Wordpress content management, Mailchimp) and the willingness to learn technical of other programs.
* Excellent IT skills with a good proficiency of Microsoft Office – Word, Excel, PowerPoint
* Commitment to ensuring all communications are inclusive and accessible for all.
* Ability to prioritise and meet regular deadlines, including whilst working under pressure.
* Interest in the social sector.

**Competencies**

* Excellent interpersonal and communication skills, with the ability to engage a wide range of people.
* An analytical, thoughtful and solutions-focused approach to communications.
* High attention to detail.
* Appreciation of and support for the mission, aims and values of East Kent Mencap.
* Commitment to working collaboratively by being a participative member of the team.
* Ability to be flexible and to take a hands-on approach.
* Ability to self-motivate, work as part of a small team, and support colleagues, even under pressure.
* A commitment to excellence and professionalism

**Experience**

* At least two years’ experience of working in marketing.
* Experience of managing digital communication channels including websites (Wordpress), social media (Facebook, Instagram, Twitter, YouTube LinkedIn), enewsletters (Mailchimp) and design tools (Canva).

NB this job description is provided to assist the post holder to know their principal duties. It may be amended however from time to time in consultation with you, by or on behalf of the Chief Executive Officer of East Kent Mencap without change to the level of responsibility appropriate to the grading of the post.

**About East Kent Mencap**

East Kent Mencap’s mission is to enable and empower adults and children with a learning disability in East Kent to achieve the things they want out of life by providing choice, support and opportunities.

East Kent Mencap takes a person-centred approach and advocates for people with a learning disability to be valued, treated equally, listened to and included. Everything the charity does is led by its members.

East Kent Mencap believes in:

* Being people-centred
* Empowering, including and respecting all people
* Challenging misconceptions about learning disability
* Transforming lives
* Being brave and developing new ideas

Our communications strategy focusses on:

* Raising the voice and awareness of people with a learning disability locally
* Communicating with members (people with a learning disability who use our services), families and carers
* Increasing engagement online, and driving online giving

Supporting recruitment