



CHARGING UP CHANGE!

**Marketing and Communications Officer
(Campaigns, Content and PR)**

JOB DESCRIPTION & SPECIFICATION

DEADLINE: **Wed 11 2024**



Marketing and Communications Officer (Campaigns, Content and PR)

JOB SUMMARY

Deadline: 11 September 2024

Apply here:

<https://poweredbycan.uk.deputy.com/jobs#/>

ROLE	Marketing and Communications Officer (Campaigns, Content and PR)
REPORTING TO	Head of Development (Marketing, Business and Income Generation)
RESPONSIBLE FOR	Freelancers/Contractors
SALARY	£24,377 pro rata
HOURS	20 hrs (0.5) pro rata across three days; Powered by Can's working hours are 40 per week between the hours of 09.00- 21:00 (Mon-Sat) this role may require you to work 2-3 evenings per week and sporadic weekend working to be present at service delivery or events.
DURATION OF CONTRACT	12 Months
TIMESCALE	Immediate start
BASED	PBC HQ – West Bromwich
ROLES AVAILABLE	1 × 0.5 (20 hours)
SUMMARY	As Powered by CAN develops we are seeking a Marketing and Communications Officer (Campaigns, Content and PR) to become a vital part of our growing team. This is a multifaceted role, developing campaigns encompassing Powered by CAN's role as an organisation empowering young people on a national stage and working directly with our delivery teams to document and celebrate the work taking place with our participants. The Marketing & Communications Officer will be responsible for implementing our communications activity through a variety of channels including website, newsletters, blogs, social media and events, in line with our Marketing and communications strategy. This role will require a hands-on presence within the business including written content, developing Press and PR opportunities, delivering and documenting external-facing events, promoting our activities to current and new audiences, and generating social media content that is informed and shaped by our communities.

WHO WE ARE

**POWERING CHILDREN, YOUNG
PEOPLE
& YOUNG ADULTS TO CHARGE UP
CHANGE!**



OUR STORY

How we got here....

Powered by CAN works with children, young people and young adults across the Black Country and the wider Midlands region. Powered by CAN was created, built and developed in Sandwell, and we want to empower young people from the region to feel the same pride and purpose for their community as we do.

Children, Young People & Young Adults are at the heart of everything we do, and we make sure that we always put them first by ensuring we:

- Champion their rights to co-design, co-create and co-produce and make their voices heard.
- Encourage leadership pathways for their views and voice to be present their local community.
- Kick start personal and professional development through a wider offer of experiences and opportunities.

We believe in providing opportunities for children, young people & young adults and we want to support them to thrive and contribute at every stage of their lives, for a fairer future.

HARNESSING YOUR... POWER, POTENTIAL, PROGRESS



OUR VISION

How we can work together to make a difference...

We want to power up children, young people & young adults to live with pride, purpose and prepared to make positive life choices.

OUR MISSION

How we can make the change...

Powering children, young people & young adults to lead the change they want to see through the delivery of services, opportunities & experiences that contribute at every stage of their lives, for a fairer future.

OUR VALUES

These are at the centre of everything we do...

CARE

CHALLENGE

COMMITMENT

COLLABORATION

CREATIVE

COMMUNITY

OUR SERVICES



Celebrating culture & civic responsibility through confidence, creativity & connecting with others...



Promoting positive lifestyles and empowering people through participation...



Navigating the narrative...



Taking the time to talk, tackle & transform into our true selves...



Always aiming high, aspiring to achieve & accelerating your ambitions ...

OUR OBJECTIVES

1

Pride of Place

To develop collective understanding and knowledge on the identity of place to strength the services that are relevant to meet the needs of children, young people & young adults.

2

Positive Programmes & Principles

To deliver ambitious and high quality opportunities and experiences for children, young people & young adults and strengthen best practice for the sector to meet soft, hard and transferable skills.

3

Powering Participants & People

To build on the strengths and needs of children, young people & young adults to thrive and be resilient into adulthood.

4

Pushing Performance & Policy

To influence policy and investment to prioritise services for children, young people & young adults.

5

Playing our Part

To ensure our workforce, volunteers, board, volunteers are dynamic, diverse and driven to be reputable, responsive and represent a rights-based approach for people and place.





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**We are powered both by where we have come from
and the positive energy moving forward with a 'CAN'
do attitude.**

**We hope everyone we work with will be able to
power up change!**

”

CEO - Jerrel Jackson FRSA MloD MA BA





ROLE HERE

DUTIES & RESPONSIBILITIES

Thematic Duties

Marketing Strategy and Development

- Work with colleagues to support and deliver our Marketing and Content Strategy.
- To support our brand development (online and offline) to help increase organisational presence and awareness on local and national levels.
- Design and develop marketing concepts and campaigns on a range of creative and innovative projects across multiple business lines
- As part of the Marketing and Comms team, creating and producing impactful design and marketing solutions via a variety of communications including print, events, digital advertising, video, and social media
- Write and optimise content for the website, digital newsletters, print publications and social networking sites.
- Ensure consistency in terms of voice, branding, messaging and frequency of posting via digital channels.
- Handle media enquiries and create effective news releases to gain positive press coverage



ROLE HERE

DUTIES & RESPONSIBILITIES

Thematic Duties

Marketing Strategy and Development

- Develop and deliver well-executed and effective campaigns.
- To develop working relationships with key internal and external stakeholders and partners.
- Working in close collaboration with Marketing and Communications team members to deliver against business objectives
- To support the planning and execution of promotional events for Powered by CAN
- Working knowledge of video editing software/apps and ability to create content for social media, digital and print assets.

DUTIES & RESPONSIBILITIES

Research, Monitoring and Evaluation

- To actively analyse online campaigns distributed on platforms using external analytics. E.g. Google Analytics, Mailchimp.
- To support ongoing research, monitoring and reporting to line managers to support the development of the organisation.

Administration

- To plan and deliver social media campaigns and ensure alignment with overall marketing campaigns to support organisational mission.
- To participate in and aid communication across the organisation, within the department and externally
- To deliver the production and distribution of marketing materials, e.g. digital, print and video content as appropriate
- To administer digital information and content on the behalf of the organisation to external websites, emails, social media etc.
- To attend relevant external events to showcase the organisation.
- To research, review and ensure quality of marketing distribution lists.
- Maintain compliance with all anti-spam laws and deliver work in line with GDPR.



DUTIES & RESPONSIBILITIES

Operational and Implementation

- To organise with colleagues the design, development and delivery of social media and digital marketing content.
- To undertake editing, proofreading and ensure consistency of written content, brand tone and language for Powered by CAN projects
- To plan and deliver social media campaigns and ensure alignment with overall marketing campaigns to organisational mission.
- To support delivery of all advertisement and promotion of our services.
- To create content for our social media channels and ensure a vibrant, consistent and inclusive presence.
- To compile written communications such as website pages, press releases, blogs, newsletter, flyers and social media posts.
- To produce new creative and imaginative content to support the organisation's brand.
- To maintain all our websites, ensuring the content (including services and resources) is regularly updated and that it continues to meet the needs of the business.
- To ensure the continuation of an active day-to-day organic social media posting to build new followers and increase engagement across all social media platforms to support audience engagement
- To review and ensure quality of marketing distribution lists.
- To undertake research and compilation of appropriate professional contacts
- Maintain compliance with all anti-spam laws and deliver work in line with GDPR.



DUTIES & RESPONSIBILITIES

General Responsibilities

- To be a supportive and motivated team player.
- To represent the organisation within local and regional networks of supporters and stakeholders.
- To actively participate in regular team meetings and supervision meetings.
- Attend ideas meetings and contribute to discussions about the future and development of Powered by CAN projects.
- To participate in training and development activities as required and to assist with the training and development of colleagues as appropriate.
- To act always in the best interest of Powered by CAN.
- To ensure confidentiality within the organisation at all times.
- To participate in activities which fall outside of normal working hours as required, e.g. Training, Staff Meetings, Recruitment/Engagement events, fundraising events, etc.
- To undertake such other duties and responsibilities of an equivalent nature as may be determined from time to time by Management.



ROLE HERE

PERSON SPECIFICATION

Essential

- Experience of handling complex communications campaigns
- Wide breadth of multi-channel communications
- Experience of producing a range of marketing materials
- Relevant degree of equivalent experience in a similar role
- A capable organiser, used to meeting deadlines
- Excellent communications skills, both written and verbal
- Ability to work as part of a team
- A high level of accuracy and attention to detail
- Good communication skills and an ability to build relationships with internal stakeholders and external clients
- Proactive planning and time management skills with the ability to juggle multiple briefs and deadlines
- The ability to problem solve and make decisions
- A positive approach to learning & gaining new skills through teamwork and training opportunities.
- Patience, punctuality, reliability and trustworthiness.
- A positive approach to inclusive practice.

ROLE HERE

PERSON SPECIFICATION

Desirable

- Experience in supporting junior team members in the delivery of their tasks
- Experience in collaborating with a wide range of people; from the children and young people and their families and other team members and partners.
- Initiative and a 'can-do' attitude,
- Awareness of Child Protection guidelines and relevant legislation
- Awareness of risk assessment and risk benefit
- Experience and understanding of working in a fast-paced environment
- A commitment to the provision of inclusive activities for children and young people.
- Experience of direct customer service.
- Experience of volunteering or work experience in a youth-led organisation.
- Working knowledge of the issues affecting children and young people.



FURTHER INFORMATION

Deadline: 11 September 2024

Application Form:

<https://89d77627055430.uk.deputy.com/jobs#/>

Application Process:

Stage 1 – Formal Interview (including Presentation or Practical)

Contact Information:

jobs@poweredbycan.org or 0121 530 8451

DBS and Reference

This role is subject to a clear enhanced DBS and satisfactory

Employment/Character references.

Please note we are currently using a new application system,
so if you face any technical difficulties please email
jobs@poweredbycan.org

