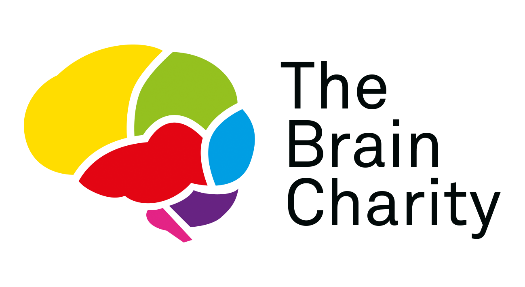
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**Job Description**

**Job title:** Communications & Marketing Officer

**Salary:** £27,985.00 per annum

**Contract:** Permanent

**Base:** The Brain Charity, Norton Street, Liverpool, L3 8LR

**Hours:** Full time – 37.5hrs per week

**Responsible to:** Head of Communications and Fundraising

**Background to The Brain Charity**

Life for any of us can change in an instant. Experiencing a road traffic accident, a major stroke or being diagnosed with dementia can happen completely unexpectedly and can change our lives forever.

There are hundreds of different neurological conditions including stroke, brain tumour, brain injury, Alzheimer’s and many rarer ones too.

The Brain Charity offers emotional support, practical help and social activities to anyone with a neurological condition and to their family, friends and carers.

**Job role:**

Join The Brain Charity’s vibrant team as a Communications and Marketing Officer, where you'll be instrumental in promoting positive change for people with neurological conditions.

Using your expertise in storytelling, content creation and marketing, you'll play a key part in amplifying our message, rallying support, raising much-needed funds, elevating awareness and advocating for equal opportunities.

As a vital member of our dynamic department, you'll employ your experience, creativity and industry insight across a variety of platforms, contributing significantly to our external and internal communications activity, fundraising and integrated marketing campaigns.

**Key Responsibilities:**

**Communications:**

* Write compelling copy which reflects our mission and values for use across multiple channels, including web copy, social media, email campaigns, press releases and leaflets and newsletters, to engage and expand our audience.
* Create engaging video and photo-based content for use on social media.
* Working with the Digital Communications Specialist, manage our presence on social media platforms.
* Champion the stories of our service users, capturing the essence of their experiences to further our cause and connect with our community.
* Contribute to the development of new online resources and projects as part of the wider communications team, as required.

**Internal communications:**

* Alongside the Digital Communications Specialist, maintain and update the charity’s intranet, ensuring a flow of fresh and relevant information to engage and inform staff.

**Press:**

Alongside the Head of Communications and Fundraising and Digital Communications Specialist, help secure regular high profile news coverage for The Brain Charity, by:

* + Working closely with media outlets to amplify our message and generate positive publicity by building and maintaining strong relationships with key regional, national, trade and local media personnel.
  + Preparing and distributing press releases and quotes from key senior staff and trustees.
  + Responding to new media enquiries and arranging media interviews.
  + Ensuring the charity has access to a strong and varied bank of emotive case studies and videos.

**Marketing:**

* Lead the development and execution of marketing campaigns, leveraging both digital and traditional channels to maximise reach and impact.
* Utilise insights from client experiences and external research to inform and optimise marketing strategies.
* Collaborate with partners and stakeholders, aligning efforts to promote our cause and enhance the charity's visibility and influence.
* Organise and conduct engagement activities to gather insights from service users, informing future initiatives and campaigns.
* Support fundraising and training initiatives and new service launches with tailored marketing support, maximising opportunities for engagement and support.

**General:**

* Monitor, evaluate, and report on the effectiveness of communications and marketing activities, offering insights to inform future strategies and contributing to the strategic development of the department.
* Ensure accurate record-keeping and data management for all communications activities, utilising our CRM system for comprehensive tracking and reporting.

**Other:**

* Responsibility for organising and running communications and fundraising events lies with the whole communications and fundraising team, working across the areas of strength, interest and focus of the individual staff members.
* Actively support promotional and fundraising events for The Brain Charity, attending a minimum of 1 fundraising or client-focussed event over the course of a year.
* Assist and support volunteers within the Communications and Fundraising team as and when required.
* Work to The Brain Charity’s policies and procedures.
* Carry out any other reasonable tasks which may be required by the charity from time to time.
* Provide cover for all aspects of the department you belong to during any absence relating to your colleagues.

**Person Specification**

|  |  |  |
| --- | --- | --- |
| **Area** | **Detail of requirements** | **Essential / Desirable** |
| Qualifications | Educated to A-level or equivalent.    Bachelor's degree or equivalent in relevant area. | D    D |
| Knowledge &  experience | Demonstrable experience in creating diverse communication materials and carry out impactful marketing campaigns, including an understanding of target audiences and effective messaging.    Expertise in digital communications and marketing tools and platforms, demonstrating success with examples creating engaging physical and online campaigns that increase visibility and support.    Good working knowledge of social media trends, digital marketing strategies and audience engagement tactics.    Experience in managing communications and marketing projects from conception through execution to evaluation, collaborating with team members across departments to achieve cohesive and impactful campaigns.    Understanding of supporter journeys and how these can be used to build digital engagement.    Familiarity with the challenges faced by individuals with disabilities or neurological conditions.    Understanding of best practice and regulation regarding charitable communications and campaigning including data protection (GDPR) and consent. | E          E        E      E          D      D      D |
| Skills & abilities | Skilled in creating compelling, relevant content tailored to a variety of platforms and audiences, enhancing profile and outreach, including copywriting and proof reading.    Exceptional written and verbal communication skills, with a keen eye for detail and a creative flair.  Ability to conceive and implement strategic communications and marketing plans that align with the mission and goals.    Flexibility and creativity in adapting communications and marketing strategies to meet evolving organisational needs and market trends.    Ability to juggle multiple projects and deadlines, demonstrating strong organisational and time-management skills.    Aptitude for building strategic relationships and engaging with a variety of stakeholders.    Proficiency in video and digital photo editing, particularly in creating engaging content for platforms like Instagram Reels and TikTok.    Skills in the use of digital tools for content creation and scheduling.    Competence in using analytics tools to measure communications and campaign performance and adjust strategies accordingly to maximise impact. | E        E      E        E        E      E  D      D      D |
| Personal attributes | Driven and committed to leveraging your skills in digital media and marketing to advocate for the neurological and neurodiverse communities.    A collaborative and proactive team player, working with a wide variety of internal and external stakeholders.    A positive and forward-thinking approach to tackling challenges and seizing opportunities.    Commitment to / personal interest in equality, social justice, disability rights and the neurodiversity movement.    A positive can-do attitude.    Eagerness to engage in continuous development through training to extend your skillset and improve the strengths of the department as a whole.    Self-motivated and able to work under your own initiative as required. | E        E    E      E      E    E        E |
| Other | Willingness to adapt to flexible hours, including evenings and weekends, when needed.    Willingness to travel when required.     Satisfactory completion of an enhanced DBS Check  Commitment to the Mission and Values of The Brain Charity | E      E    E  E |

**Our mission & values**

**Our mission**

Our mission is to enable all those affected by neurological conditions to live longer, healthier, happier lives.

We will fight together for an inclusive and just society: a world where stigma, hardship and isolation are replaced by compassion and understanding.

**Our values**

The Brain Charity strives to apply the following values in its work:

**Kindness**

We genuinely welcome everyone to our charity and believe that each person has a unique talent and the ability to make the world a better place.

**Commitment**

We will travel side by side with everyone throughout their journey no matter how complex, how long or how difficult. We roll up our sleeves whenever and wherever we need to.

**Authenticity**

We accept and understand that the broadness of our own diversity and personal experience impacts directly on the level of quality and passion delivered within our services.

**Courage**

We will challenge the status quo, welcome change and bravely take on any new challenges in the spirit of adventure.

**Optimism**

We believe that equality for people with neurological conditions is now within reach and we will strive each and every day until prejudice and lack of opportunity are removed from our society.