

## Ageing Better Middlesbrough – Programme Development Officer – Communications and Marketing

### **Job Description:**

**Responsible to:** Strategic Communications Manager

**Hours:** Full time (36.5 hours per week)

This is a Fixed Term Contract Until March 2021

**Location:** Middlesbrough

**Salary:** £22,814

**Holidays:** Starting at 26 days per annum plus public holidays

**Disclosure:** This position is subject to a 26 week probationary period, satisfactory references, Mind's policies on Safeguarding of Children and Young People and Vulnerable Adults and an enhanced DBS check and subsequent re-checks.

### **Job Purpose:**

As a member of the Programme Management Team you will participate in a number of different workstreams, with lead responsibility for providing communications and marketing support to the Ageing Better Middlesbrough Programme and the Ageing Better membership work stream.

### **Communication and marketing responsibilities:**

1. To produce high quality communications material for Ageing Better Middlesbrough including quarterly newsletters and e-bulletins, as part of the communications strategy
2. To develop the programme's online presence, ensuring appropriate content, tone and consistency

3. To use a variety of communication methods and tools to promote the Ageing Better Programme to all stakeholders, including those in the private sector and the public
4. To promote Ageing Better Middlesbrough at external events and meetings, building new relationships and optimising opportunities to extend the reach of the programme.
5. To recruit new Ageing Better members
6. To ensure the Ageing Better membership offer is accessible, inclusive and safe for members
7. To develop the membership package so that it includes creative ways for members to come together to reduce isolation
8. To produce marketing and communications material that upholds the branding for the programme, the organisation and the requirements of the Big Lottery
9. To research and feedback on marketing effectiveness, demonstrating return on investment for marketing spend
10. To Co-ordinate the website, including supporting the Programme Support Officer to keep website content up to date.
11. To co-ordinate all printed communications material for the programme including liaising with external companies, proof reading and quality assurance
12. To work closely with partners and stakeholders to ensure communication activities exploit opportunities and are complimentary
13. To use a variety of communications methods to promote good news stories and case studies that affirm later life, challenge stereotypes and promote positive role models

**Programme Wide Responsibilities:**

1. To proactively make connections between key stakeholders, groups and organisations that will encourage new partnership working with the aim of making Middlesbrough a more Age Friendly community.
2. To co-ordinate and facilitate Age Friendly themed workshops, meetings and events that enable ABM to engage with a variety of stakeholders, including older people
3. To work in close partnership with other Ageing Better Middlesbrough stakeholders, specifically the Ageing Better Middlesbrough Action Group and organisations involved in delivering the programme
4. To embed and demonstrate co-design and co-production approaches with older people in all aspects of the work.
5. To write reports and presentations
6. Build and maintain effective working relationships with Ageing Better Middlesbrough delivery partners, and support the development of relationships between delivery partners
7. To attend the Core Partnership and Ageing Better Middlesbrough Action Group meetings when appropriate

8. Represent the programme at national events and meetings when necessary.

**General:**

1. To work within the values, beliefs and policies of Mind at all times and to promote these to service users, carers and other stakeholders
2. To take part in line management supervision and appraisal as required
3. To ensure any information processed for both service users and staff is kept accurate, confidential, secure and in line with organisation policy and procedure
4. To have a duty and responsibility for personal health and safety and the health and safety of colleagues, service users and visitors
5. To attend training and events as required
6. General admin duties as required
7. To undertake other tasks commensurate with the position as required

**Person specification**

This document sets out the skills and experience required for this post and will be used for shortlisting and interviewing candidates.

Requirements	Essential	Desirable
<p><b>Qualifications</b></p> <ul style="list-style-type: none"> <li>• NVQ4 or equivalent in communications or marketing or equivalent experience</li> <li>• Membership of a communications or marketing professional body</li> </ul>	<p>✓</p>	<p>✓</p>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Creating targeted communications and marketing for a variety of audiences using a variety of media</li> <li>• Liaising with design agencies to develop marketing literature</li> <li>• Working with diverse communities/community groups</li> <li>• Co-design of projects/services with the people who use them</li> <li>• Successful partnership working with a wide variety of professionals and organisations</li> <li>• Facilitating workshops and meetings with a variety of different people, including members of the public</li> <li>• Using Community Development approaches in your work</li> <li>• Using asset-based approaches in your work</li> </ul>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>	<p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p> <p>✓</p>

<ul style="list-style-type: none"> <li>• Working within agreed protocols, policies and reporting requirements</li> <li>• Working in a busy office environment</li> <li>• Using web content management systems</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	
<p><b>Knowledge</b></p> <ul style="list-style-type: none"> <li>• Knowledge and understanding of asset-based community development</li> <li>• Marketing and communication skills and tools</li> <li>• Knowledge and understanding of media, including social media</li> <li>• Knowledge of the barriers and difficulties faced by older people who are lonely and isolated</li> <li>• Local geographic knowledge of Middlesbrough and its different communities</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li></li> <li></li> <li>✓</li> <li>✓</li> </ul>
<p><b>Skills</b></p> <ul style="list-style-type: none"> <li>• Excellent team working skills</li> <li>• Able to develop and maintain communication with people on complex matters, issues/ideas in complex situations</li> <li>• Exceptional verbal and written communication skills, and ability to write, edit and proof for different media, in line with the organisation's vision and values</li> <li>• Excellent verbal communication skills both face-to-face and on the phone, including presentation skills</li> <li>• Able to establish and maintain effective relationships with a diverse range of people</li> <li>• Excellent administration and organisational skills</li> <li>• Able to problem solve</li> <li>• Proficient in the use of Microsoft Office, data bases and page layout</li> <li>• Photography skills</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li>✓</li> </ul>
<p><b>Personal</b></p> <ul style="list-style-type: none"> <li>• A high degree of creativity. Able to come up with good ideas and put them into practice</li> <li>• Motivated, assertive and accurate worker</li> <li>• Compassionate, person-centred and non-judgmental approach</li> <li>• Commitment to Mind's values and objectives</li> <li>• Willingness to work within Mind's policies and procedures</li> <li>• Willingness to undertake professional development</li> <li>• Ability and willingness to work flexibly</li> <li>• Current clean driving licence, own car user and able to travel</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> <li>✓</li> </ul>	<ul style="list-style-type: none"> <li>✓</li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> </ul>

Current clean driving licence, own car user and able to travel to national or regional events.	essential	
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