

## JOB DESCRIPTION

**Job Title:** Marketing and Communications Coordinator

**Location:** Mahdlo (Oldham Youth Zone), Egerton Street, Oldham

**Reporting to:** Deputy Chief Executive Officer

**Responsible for:** Digital Apprentice

**Salary:** £22,000 - £24,000 per annum

**Holidays:** 33 days (including public holidays)

### **Our Vision**

To be a beacon of excellence for youth-led provision in Oldham

### **Our Mission**

To deliver high quality, innovative activities and experiences for young people from Oldham aged 8-19 (25 with a disability); to provide opportunities, raise aspirations and support young people to be the best they can be.

### **Our Values – The Way We Work**

Passion  
Respect  
Inclusion  
Dependability  
Excellence

### **Job Purpose:**

To raise the profile of Mahdlo amongst key stakeholders in Oldham, through the implementation of engaging and relevant communications. You will be responsible for maintaining all communications and marketing activities within the Youth Zone to enhance visibility, build support and increase our effectiveness.

### **The Role:**

- Raise awareness of the Youth Zone amongst the whole community including; young people, partners, funders and potential patrons/ donors.
- Engage with young people, the Mahdlo team and different stakeholders to really understand their needs and be able to convey the Mahdlo offer and how this aligns with local priorities.
- Produce high quality, creative and modern communications that really captivate the target audience and reflect Mahdlo's brand values.

### **Main duties and responsibilities:**

- Support the implementation of Mahdlo's Communications and Marketing strategy.
- Oversee and develop Mahdlo's online content (website and social media) in liaison with the Digital Apprentice role, in an accurate and timely way. Use analytics to monitor and improve the effectiveness and reach of Mahdlo's online presence.
- Build positive relationships with key local and regional media to build Mahdlo's profile and brand identity, generating positive coverage and dissemination of key messages.

- Co-ordinate and produce, as appropriate, a wide range of communications and marketing materials both on and off-line including the research, content, writing, editing and design.
- Act as the guardian of Mahdlo's brand, ensuring consistency of presentation and the further development and implementation of guidelines around visual identity, promoting good practice and training colleagues appropriately.
- Stay abreast of external communications trends, highlighting where new approaches might be beneficial and champion new technology, learn new skills and then train and enthuse others to put these into practice.
- Ensure that all communications are produced in line with Mahdlo's policies on electronic communications, social media and safeguarding.
- Work with colleagues to develop to capture content from the young people and ensure communication of a coherent brand.
- Work with OnSide and other Youth Zone Communications Managers to share best practice.
- Liaise with communications counterparts in partner/donor organisations to support fundraising and development activity and maximise opportunities relating to these areas.
- Adhere to Mahdlo's policies at all times with particular reference to the Financial Regulations, Health and Safety, Equal Opportunities, Safeguarding and Data Protection.
- Understand the importance of data protection and maintain standards of best practice in this area.
- To undertake any other work requested by the line manager.

#### **Additional Information:**

- The hours of work are contracted and will be worked flexibly in line with the needs of Mahdlo and its key activities. This will involve working unsocial hours in evenings and weekends during Youth Zone sessions or at events, and also working during the day.
- Applications for job share will be considered; please state which days you would be available to work.
- In accordance with our Child Protection and Safeguarding procedures, this position requires an enhanced DBS check.
- Mahdlo is an equal opportunities employer and welcomes applications from all sections of the community.

**Person Specification:**

Good candidates for this role will be high achievers, with excellent communication skills, plenty of creativity and initiative and a successful track record delivering marketing campaigns.

<b>Selection Criteria</b>	
<b>Experience</b>	
1.	Experience of delivering successful communications campaigns
2.	Experience of managing websites and using content management systems
3.	Experience of working within a busy media / marketing / communications office (preferably 2/3 years)
4.	Experience of delivering digital communications and monitoring performance
5.	Experience of PR and delivering publicity at a local / regional level
6.	In-depth knowledge of social media and latest platforms
<b>Knowledge / Qualifications</b>	
1.	Professional qualification in PR / Communications / Marketing
2.	Familiar with Adobe Photoshop
3.	Familiar with the content management system Wordpress
4.	Familiar with video editing software such as iMovie, Final Cut Pro etc.
5.	Excellent understanding of digital communications (including e-marketing)
<b>Skills</b>	
1.	Excellent written and oral communication skills
2.	Thorough and accurate with excellent attention to detail
3.	Ability to work under own initiative, manage own workload and work collaboratively
4.	Ability to handle varied workload, react quickly, meet deadlines and prioritise tasks
5.	Ability to establish good professional relationships with varied stakeholders
6.	Creative approach to communications delivery
7.	High level of IT skills
<b>Personal Qualities</b>	
1.	Confident, motivated and enthusiastic
2.	A positive 'can do' attitude
3.	Take personal responsibility for own actions
4.	Be a self-starter that is able and willing to embrace projects, tasks and opportunities
5.	Commit to a culture of continuous improvement
6.	Represent Mahdlo positively and effectively in all dealings with internal colleagues, and external partners