

JOB DESCRIPTION

Job Title:	Marketing and Communications Lead
Reporting to:	Fundraising Manager
Location:	Mahdlo (Oldham Youth Zone), Egerton Street, Oldham, OL1 3SE
Contract:	Full-time, 37.5 hours per week, Permanent
Salary:	£29,000 to £31,000 per annum (dependent on experience)
Holidays:	33 days (including bank/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:

The Marketing and Communications Lead will be responsible for implementing the organisational marketing and communications strategy to increase attendance, enhance visibility, raise brand awareness and drive income generation.

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 and communications activity. You'll lead on all aspects of the strategy developing marketing campaigns, take ownership of digital channels, manage the website and identify PR opportunities to bring Mahdlo to the centre of the conversation with key decision makers and influencers.

To achieve you will be supported by the fundraising manager, Chief Executive, Board to trustees and wider team, to develop plans and to make our key messages compelling and our content engaging.

Main duties and responsibilities:

- Lead on the implementation of Mahdlo's Communications and Marketing strategy developing relevant and engaging content plans that support the overarching goals of the business plan.
- 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.
- Develop and manage Mahdlo's online content (website and social media) in an accurate and timely way. Using analytics to monitor and improve the effectiveness and reach of Mahdlo's online presence
- To identify and respond to PR opportunities, building positive relationships with key local and regional media and handle press enquiries to build Mahdlo's profile and brand identity, generating positive coverage.
- 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.
- Stay abreast of external communications trends, highlighting where new approaches might be beneficial. Champion new technology, learn new skills and then train and enthuse others to put these into practice
- Coordinate internal digital communications alongside HR, keeping the team connected.
- Capturing relevant photographs for content production
- Work closely with internal teams, external partners, and volunteers to ensure seamless coordination of marketing efforts and events
- Ensure that all communications are produced in line with Mahdlo's policies on electronic communications, social media and safeguarding.
- 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.
- Work with colleagues to develop to capture content from the young people and ensure communication of a coherent brand.
- Understand the importance of data protection and maintain standards of best practice in this area.
- Represent Mahdlo at various relevant networking events across Oldham

General Requirements

- Work diligently to meet the requirements of this job description
- Always seek to continuously improve so that the highest quality standards are achieved
- Participate positively in internal/external meetings and training as required
- Positively participate in one to ones and appraisals
- Adhere to Mahdlo's policies at all times with particular reference to the Financial Regulations, Health and Safety, Equal Opportunities, Safeguarding and Data Protection.
- Work in accordance with Mahdlo's culture, values, aims and objectives
- Act as a positive ambassador for Mahdlo at all times
- Positively contribute to Mahdlo's team working environment, taking ownership of issues and supporting colleagues where appropriate
- Be flexible and willing to undertake any other duties that may be reasonably be required.
- The hours of work are 37.5 hours per week and will be worked flexibly in line with the needs of Mahdlo. This will involve working unsocial hours in evenings and at weekends during Youth Zone sessions or at events, and also working during the day.
- 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

	Essential	Desirable
Qualifications		
Professional qualification in digital media communications PR/communications/marketing		✓
Experience		
Experience of web design and management	✓	
Extensive experience of working within a media/marketing communications office	✓	
Experience of using varied IT systems in digital communications	✓	
Experience of planning and delivering communication and marketing plans and campaigns monitoring and reporting on performance	✓	
Extensive experience of PR and delivering publicity at a local level	✓	
Advising and communicating to colleagues, partners and third parties on marketing and communications	✓	
Experience of building relationships with senior stakeholders	✓	
Project and budget management experience		✓
Knowledge		
In-depth knowledge of social media and latest platforms and how to effectively utilise them for organisational development	✓	
Strong understanding of digital communications developing social media output	✓	
Familiarity with the content management system WordPress		✓
Understanding of what makes marketing and communications effective for different audiences	✓	
Skills		
Creative and innovative approach to planning communications and marketing delivery	✓	
Thorough and accurate with excellent attention to detail	✓	
Ability to work under own initiative and work collaboratively	✓	
Excellent written and oral communications skills with excellent attention to detail	✓	
Copy writing and editing		✓
Design of marketing materials using Adobe Creative or Canva	✓	
Photography and editing		✓
Familiar with video editing software such as iMovie, Final Cut Pro etc.		✓
Attitude		
Willing to learn new things and to work positively to support the wider team and Mahdlo achieve success	✓	
Confident, motivated and enthusiastic	✓	
Demonstrate a commitment to the values, principles of Mahdlo	✓	
The ability to cope with multiple demands and deadlines, prioritise tasks, the ability to work fast and to a consistently high standard	✓	
Willing to work unsocial hours	✓	
Full UK Driving license		✓