



COMMUNICATIONS OFFICER

Purpose of role:

- To effectively communicate the impact of personalised playlists by creating content such as written case studies and social media assets. To manage projects with freelance videographers and designers as required.
- To build and engage Playlist for Life's growing network through a communications strategy that will inspire our key audiences: people living with dementia and their families, community groups and organisations providing dementia support, healthcare and social care professionals, policymakers, and supporters.
- To work with the wider staff team to plan our 10th anniversary celebrations. Duties will include marketing of celebratory events/conferences and working with the Head of Communications to manage media enquiries.
- To manage our existing online communities (on social media and our newsletter subscribers) and seek new ways to engage with people living with dementia and their families, as well as community organisations and those already supporting people living with dementia.

Key responsibilities:

Communications

- Manage communications with our established network of circa 2,000 Help Points around the UK through email marketing, data collection and online community management
- Seek out new case studies and work with freelance videographers to capture stories on film

Digital Communications

- Work with the Head of Communications and Campaigns to devise and implement a social media and email marketing strategy
- Content creation for social media channels and newsletters
- Management of our social media channels, responding to queries as necessary to grow and engage the online Playlist for Life community.
- Work with wider team to gather and write newsletter content and optimise newsletters using mailchimp
- Analyse success of digital content according to key performance indicators and collate key findings to report to the Board of Trustees and inform future campaigns

Technical

- Use Wordpress and Elementor to update content on our website

- Use analytic tools to report on social media and website performance. We currently use Google Analytics and Sprout

General

- Review online content, making sure it meets users’ needs, is up to date, and is search engine optimised
- Create relationships with external partners to collaborate on digital campaigns, blogs and promotion of Playlist for Life on external websites
- Engage current and potential members of the Playlist for Life community via email
- Listen to the feedback and needs of internal and external stakeholders
- Manage relationships with external freelancers and agencies as needed to agreed plan and budget
- Provide quality control support such as proof-reading, editing and making sure all content adheres to brand guidelines
- Ensure that all duties are carried out in line with Charity health and safety and other Charity requirements and policies

Note: This Job Description cannot be considered exhaustive and other duties not included above may arise. On the understanding that such duties are commensurate with the purpose of the job and have been identified as such by the post holder’s line manager and advised to the post holder, then such additional duties shall form part of the requirement of this post.

PERSON SPECIFICATION

	Essential	Desirable
1. Have relevant experience/professional qualifications in communications	✓	
2. Personal or professional knowledge or experience of dementia		✓
3. Substantial professional digital knowledge, experience and skills:		
a. Proven experience of managing successful communications campaigns	✓	
b. Experience in website management platforms (eg. Wordpress)		✓
c. Experience and skills in content creation such as written and graphic content, digital resources and reports.	✓	
d. Experience with email marketing software (e.g. Mailchimp) and managing mailing lists.	✓	
e. Experience and skills in using editing and design programmes, such as Canva, Adobe Photoshop, InDesign and Premiere Pro.		✓
4. Experience in management of social media channels	✓	

5. Ability to work with wider communications team and creative freelancers to create digital assets.	✓	
6. Experience in making videos for social media (interviewing, editing, managing videographers)		✓
7. Experience of the third sector working in charity communications		✓
PERSONAL CHARACTERISTICS		
a) Excellent time management and planning skills	✓	
b) Flair and imagination	✓	
c) The ability to work on one's own and as part of a team	✓	
d) Excellent written and oral communication skills	✓	