

**Post Title:** Communications Manager - Maternity Cover

**Salary:** £27,500 pro rata

**Hours:** Part time, 22.5 hrs

**Fixed Contract:** 1 year

**Responsible to:** Chief Executive

### Post summary

Support Kent Community Foundation to raise the profile of the organisation through a variety of online activities that will engage voluntary sector organisations, community partners and donors.

Manage relationships with external suppliers in relation to the delivery of KCF's communications strategy, including the web design company and digital marketing agency.

### Main Responsibilities

- Managing the Foundation's digital marketing activity and adhere to brand guidelines when updating digital communications:
  - Updating the website on a regular basis, creating new content and uploading images
  - Creating monthly E-newsletters and distributing to two differing target markets. Creating any other ad hoc email campaigns or promotional emails. Keeping the CRM database up to date with communication preferences.
  - Updating social media and engaging with charities, donors and the voluntary sector on a daily basis. To run campaigns such as our Surviving Winter campaign.
- Liaising with KCF's web development agency
- Liaising with KCF's digital marketing agency, who manages KCF's social media advertising campaigns and Google Ad Grants account
- Assisting KCF's PR company including support with case studies and photographs
- Assist with the reporting, monitoring and evaluation of our marketing and communications activities
- Other reasonable duties as assigned by the Chief Executive

### Person Specification

#### **Essential**

Demonstrable track record of working in a similar communications or marketing role

Excellent organisational skills

Strong interpersonal skills; well-presented

Excellent communication skills including good face-to-face and telephone manner

Good writing skills and ability to adapt style for different audiences

Very strong attention to detail, keen eye for opportunities and important details

Ability to work on own initiative

Ability to prioritise and manage a varied workload

Strong IT skills

Knowledge of social media including Twitter, Facebook and LinkedIn and scheduling tools such as Hootsuite

Experience of using website CMS systems

Experience of creating and distributing e-newsletters and using tools such as DotMailer

Good knowledge of working with CRM databases

Able to work in a small team; positive 'can-do' approach

Hard working, enthusiastic and energetic

Current driving license and access to a vehicle

**Desirable**

Professional Marketing/Communications qualification

Experience creating videos and using Adobe Premier Pro