



## JOB DESCRIPTION

### 1. JOB DETAILS

<b>JOB TITLE</b>	Communication & Marketing Officer
<b>REPORTS TO</b>	Business & Partnership Director
<b>DIRECT REPORTS</b>	None
<b>TEAM</b>	Creating Enterprise
<b>LOCATION</b>	Mochdre
<b>SALARY DETAILS</b>	£25,000 pro rata - 30 hours per week

### 2. PURPOSE

The Communication and Marketing Officer will play a key role in developing Creating Enterprises Communications and Marketing Strategy, strengthening and establishing relationships and partnerships with the communities of Conwy, stakeholders and clients across North Wales.

The role will be to grow our reach in North Wales, raising the profile and brand awareness of Creating Enterprise by producing high quality promotional campaigns and content in close cooperation with the Business & Partnership Director.

To work as part of the Employment Academy team engaging tenants to generate referrals onto the various programmes that are delivered to tenants to help them secure sustainable employment and achieve positive outcomes.

### 3. DIMENSIONS Scale and Diversity

Creating Enterprise, a subsidiary of Cartrefi Conwy Housing Association, provides a range of property maintenance services to private sector organisations, local authorities and social landlords throughout North Wales. As a social enterprise its profits are reinvested to meet its social aims of supporting unemployed tenants who need assistance into getting into work through its unique Employment Academy that runs alongside its commercial arm.

### 4.

To manage the core marketing channels and develop written and visual content that is engaging and persuasive across social media and our website.



To develop and implement targeted and diverse PR and media approaches that will reach a wide range of stakeholders.

To identify and develop opportunities to collaborate with other organisations and stakeholders to improve awareness of Creating Enterprise.

Organising engagement events in the community and to liaise with Cartrefi Conwy colleagues who have a tenant facing role.

Be able to create and maintain positive, professional and trusting working relations with a wide range of stakeholders to help get business done, at all levels, including sharing information and building supportive, responsive relationships with colleagues and Stakeholders, whilst having the confidence to challenge assumptions.

To contribute to departmental KPI's being met in relation to numbers of people engaged and outcomes achieved.

To manage the marketing budget for the organisation to ensure best value is obtained.

To produce case studies of success stories including contracts won and delivered.

Ensure that materials, promotions and external documents are appropriately branded.

To generate press releases on a regular basis ensuring press coverage of Creating Enterprise.

To lead on the internal and external communications, public relations, media and events

Sourcing and writing award applications.

## 5. CORPORATE ACCOUNTABILITIES

To actively support the overall delivery of Creating Enterprise's objectives to provide an excellent, innovative and truly customer focused service.

As a representative of Creating Enterprise, to, promote and maintain a positive attitude and image at all times.

To positively promote Creating Enterprise's values; constructively challenging traditional ways of working, contrary behaviour or comments.

To ensure feedback is actively sought in order to inform service improvement for customers and develop more efficient and effective ways of working.

To ensure compliance with Creating Enterprise's policies and procedures.

To support the development, review and implementation of policies and procedures, in particular of:

- Health, safety and welfare initiatives
- Creating Enterprises' principles on Equality and Diversity
- Risk management initiatives
- Performance management practices

To utilise ICT technology and systems effectively by developing appropriate skills, adopting efficient business processes, and maintaining data securely and accurately.

To work collaboratively where required.

## 6. WORK CONTEXT (environment, type of equipment)

The post holder is office based. The regular use of ICT systems and technology is an essential requirement of this post.

## 7. AUTONOMY AND DECISION-MAKING (limits and freedoms)

Work is typically self-paced. The post holder has the flexibility to decide what order tasks are done, however, all tasks will be expected to be completed to deadline or by priority set.



## 8. COMMUNICATIONS (the main communications that take place. frequency, purpose and method)

<b>INTERNAL</b>	Managers, supervisors and colleagues of Creating Enterprise and Group Cartrefi on a daily basis via email, telephone/ written communication and face to face.
<b>EXTERNAL</b>	A range of stakeholders, external partners and contractors via email, telephone/ written communication and face to face.

## 9. AREAS OF COMPLEXITY (what provides most stretch)

Prioritising a busy workload with, at times, conflicting priorities. Meeting the needs of a growing and changing company by demonstrating flexibility and openness to adapt.

## 10. AGREEMENT

Job Holder's Signature:

Date:

Line Manager's Signature:

Date:



# Person Specification

## Business and Communications Officer

KNOWLEDGE & EXPERIENCE	Essential / Desirable	How this will be assessed
An understanding of working with hard to reach unemployed people in the community	Highly Desirable	Application/Interview
Experience of working within a Social Enterprise business	Highly Desirable	Application/ Interview
Two years' experience of delivering marketing, sales and PR activities across different digital marketing channels	Essential	Application
Experience of producing a range of engaging and informative marketing materials	Essential	Application
Experience of web content management systems	Highly Desirable	Application/Interview
Experience of brand development	Desirable	Application/Interview
Outstanding written and oral communication skills	Essential	Application/Interview
Experience of getting press release into the press	Essential	Application
Experience of working to tight budgets and demonstrating value for money	Essential	Application
Experience of working with a range of stakeholders, including hard to engage individuals, local authorities and third sector organisations	Essential	Application
Experience of meeting KPI targets	Essential	Interview
SKILLS AND ABILITIES		
Ability to build excellent relationships with internal and external stakeholders and media contacts	Essential	Application
Excellent commercial awareness	Highly Desirable	Application / Interview
Be highly organised and have the ability to multi-task	Essential	Application / Interview



Attention to detail	Essential	Application / Interview
Ability to produce comprehensive communications plans	Highly Desirable	Application / Interview
Excellent writing ability	Highly Desirable	Application / Interview
Able to take a high quality customer service approach to your work	Desirable	Application / Interview
Able to manage a busy workload with multiple projects and deadlines	Highly Desirable	Application / Interview
Able to interpret and translate information, ideas and concepts into engaging content that brings them to life for audiences	Essential	Application / Interview
Ability to drive and have use of own car	Essential	Application / Interview
Ability to think and write creatively	Essential	Application / Interview
IT Skills	Essential	Application / Assessment
Flexible approach to work	Essential	Application / Interview

**Creating Enterprise are committed to Equality and Diversity in our activities**

**Where disability precludes, this will be reviewed with candidates at interview stage to ascertain if there are any reasonable adjustments that can be made to this requirement.**

