



## Marketing and Communications Officer – job description

Job title	Marketing and Communications Officer
Reports to	Director of Communications and Development
Type of contract	Permanent/ part-time
Hours of work	20 hrs per week, flexible days - to be agreed following appointment
Location	Hemel Hempstead office
Salary	Available on request

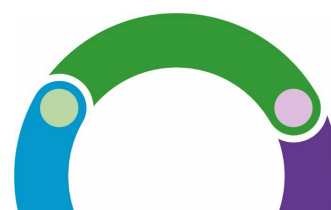
### About the role

The role of Druglink's Marketing and Communications Officer is to **lift the Druglink brand, tell our story** in a planned and audience driven way and **deliver strategic communications**. This role will be responsible for supporting communications and marketing activity for all Druglink's services. The role:

- Take responsibility for the day-to-day delivery of marketing and communications for Druglink.
- An all-round marketing role, working with colleagues across the organisation on marketing planning and promotion, to successfully raise Druglink's profile.
- Help us engage with our local community and possible supporters through tried and tested messaging, using a range of on and off-line marketing techniques, and developing content to work across all marketing channels.
- Support the Communications Director in implementing the marketing plan and strategy.
- Work with colleagues across the charity to ensure all aspects of social and digital media feed into the marketing strategy and promote the charity.
- Act as the internal communications and marketing champion for the charity, looking for opportunities for promotion, success sharing and embedding the charity values across the organisation, driving internal support and engagement.
- Work with relevant external funders and partners and play a key role in promoting the charity.
- Actively seek opportunities to involve people with lived experience in content development.
- Identify opportunities for grants and funding for Druglink.
- Ensure that all responsibilities and activities are consistent with Druglink's objective, values, policies and procedures.

### Primary responsibilities

- Be responsible for regular updates to Druglink websites. Keep the website up to date with news and other information relevant to the services. Ensure continuity of messaging and charity information across websites.
- Manage the Druglink Facebook, Twitter and LinkedIn accounts. Take responsibility for planning, creating and scheduling content and community management and moderation.
- Create and produce Druglink marketing materials.



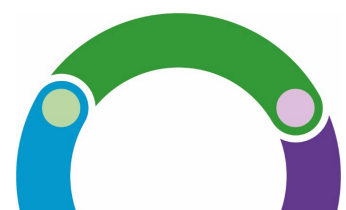


- Create and manage corporate monthly newsletter to send to both internal and external stakeholders and supporters:
  - Build a database of supporters
  - Make improvements and optimisations over time based on performance.
- Promote Druglink events and opportunities for donations and sponsorship.
- Grow the Real Life Story library, working with staff and clients across the charity. Explore the production of voice and/or video.
- Manage the Druglink Sharepoint Company Hub home page. Take responsibility for updating with relevant and timely content.
- Work with Communications Director to produce Druglink annual report. Liaise with Druglink management and staff to collate the information required
- Co-ordinate aspects of PR.
- Be responsible for regular reporting on marketing activities, including results from platforms like Facebook and Twitter, and on website performance measured by Google Analytics.
- Assist with grant/ funding application processes and any annual reporting as required.
- Undertake other duties that may from time to time be necessary, and that are compatible with the nature of this post.

## Person specification

### Essential skills

1. Excellent written and verbal communications skills, with the proven ability to write and produce engaging communications for a range of channels and audiences.
2. Experience of developing an online presence through websites, social media (Facebook, Twitter, LinkedIn).
3. Experience creating content for social media, websites and email (use of keywords, hashtags etc.).
4. Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally.
5. Experience of developing, delivering and evaluating integrated marketing and communications activities. Using monitoring/ evaluations techniques to establish effectiveness and meet agreed objectives and audiences.
6. Ability to work proactively using own initiative, prioritise work and meet deadlines, with well-developed time management skills.
7. Flexible approach, skilled at working in a fast-paced environment and juggling multiple priorities.
8. Evidence of developing innovative ways of increasing awareness and engagement.
9. Able to work collaboratively and sensitively with staff, customers and clients. Able to work within a team, taking into account the needs and perspectives of others.





## Desirable skills

1. Awareness and empathy of problems related to substance misuse. Passion for what Druglink do and the changes that we are making for people who are, or could be, affected by substance misuse.
2. Experience and competency using IT packages, shared online drives, web content management systems.
3. In house design experience using Adobe Creative Cloud or other creative software.
4. Two years' marketing experience at co-ordinator/ manager level.
5. A track record of profile raising and income generation.
6. Willingness to undertake professional qualifications if required.
7. Experience of developing and maintaining networks locally and nationally.

## Application process

**Where:** Send CV to [emmakingham@druglink.ltd.uk](mailto:emmakingham@druglink.ltd.uk)

**When:** Deadline for applications Monday 29<sup>th</sup> January 2024

