

## JOB DESCRIPTION

PAPYRUS is the national UK charity dedicated to preventing young suicide.

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| <b>1. DESIGNATION</b>     | <b>Marketing and Communications Officer</b> |
| <b>2. HOURS</b>           | 36 per week (some planned unsocial hours)   |
| <b>3. SALARY</b>          | NJC Scale scp 22 - 25 (£21,074 to £23,111)  |
| <b>4. LOCATION</b>        | Registered Office, Warrington               |
| <b>5. RESPONSIBLE TO</b>  | Head of Marketing and Communications        |
| <b>6. ACCOUNTABLE FOR</b> | Some volunteer supervision                  |
| <b>7. PURPOSE OF POST</b> |   |

The post holder will report to and assist the Head of Marketing and Communications, helping to champion and manage the PAPYRUS brand and supporting the delivery of our projects and services through developing engaging and targeted content. They will act as the day-to-day lead on our social media channels with the aim of increasing reach and engagement, and regularly report on data and insights to inform strategy.

### 8. KEY RELATIONSHIPS

Head of Marketing and Communications; CEO; Staff and Volunteers; PAPYRUS members and supporters; Press Officer.

### 9. MAIN DUTIES AND RESPONSIBILITIES

#### 9.1. Day to day running of social media platforms

- 9.1.1. Run our social media accounts (Facebook, Twitter, LinkedIn, Pinterest and Instagram), using these to promote our services, increase brand awareness and drive engagement with our audiences;
- 9.1.2. Develop the charity's online presence by exploring new opportunities and channels to appeal to different audiences;
- 9.1.3. Proactively search for, curate and share content from appropriate third parties and monitor news and developments within mental health and suicide prevention;
- 9.1.4. Track our reach and engagement using insight and analytics tools, reporting regularly to the Communications Officer.

#### 9.2. Coordinate and report on digital marketing

- 9.2.1. With the support of the Head of Marketing and Communications, manage effective digital advertising campaigns using Google AdWords and Facebook advertising;
- 9.2.2. Maintain the charity's Google AdWords account, including keyword research, bids and budgets;
- 9.2.3. Report on outcomes (including impression share, quality score and other account metrics).

#### 9.3. Help plan and deliver organisational communications

- 9.3.1. Assist in maintaining and updating the central communications timeline and help promote awareness campaigns around key dates and themes;

- 9.3.2. Help produce and distribute regular e-news updates and a new monthly e-Newsletter to our members and supporters, maintaining our MailChimp account and subscriber list on Raiser's Edge;
- 9.3.3. Help promote and assist with the organisation of PAPYRUS events and seminars;
- 9.3.4. Provide communications support to other teams within PAPYRUS as required.
- 9.3.5. Assist with Internal Communications delivering key messages to staff and supporting with the monthly newsletter.

#### **9.4. Assist with brand management and design**

- 9.4.1. Support the Head of Marketing and Communications in ensuring the PAPYRUS brand is consistently used across all channels (including any use by third parties) as per our guidelines;
- 9.4.2. Help produce creative designs and artwork for print and digital requirements, utilising in-house design tools and software (including Adobe Creative Cloud);
- 9.4.3. Maintain and update in-house branding and collateral, our image library, stock photography, templates and presentations.

#### **9.5. Assist with the production and distribution of PAPYRUS literature**

- 9.5.1. Assist in the design and delivery of literature and merchandise, liaising with other departments and external designers where required;
- 9.5.2. Assist with the PAPYRUS Newsletter: develop content ideas for forthcoming editions, collate and chase authors for articles, keep track of schedules and deadlines, proof and mark up editions, and liaise with designers where required.

#### **9.6. Support with the maintenance of our website and content management**

- 9.6.1. Support the Head of Marketing and Communications in regularly updating the website with new content or features through the content management system, liaising with web providers where necessary;
- 9.6.2. Help develop different user journeys and profiles, liaising with external suppliers where required, and report to the Head of Marketing and Communications on website use and future development opportunities.

#### **9.7. Undertake research and analysis to inform decision-making**

- 9.7.1. Assist with running internal working groups to develop ideas and campaigns;
- 9.7.2. Help conduct research as required to inform decision-making and test ideas and materials;
- 9.7.3. Analyse and regularly report on statistics to improve and inform our marketing activity (using Google Analytics, Raiser's Edge and other reporting tools).

#### **9.8. Help maintain communications procedures, guidelines and best practice**

- 9.8.1. Act as the first point of contact for communications queries, co-ordinating the appropriate response from PAPYRUS and linking in with other departments where necessary;
- 9.8.2. Increase the number of organisations that promote PAPYRUS and our services and compile a list of key communications contacts to increase information sharing;
- 9.8.3. Help create internal reference tools and templates.

#### **9.9. Engage with and support members and stakeholders when required.**

#### **9.10. Respect confidentiality and manage data according to PAPYRUS policy.**

**9.11. Understand your duties and manage any matters relating to safeguarding of children and vulnerable adults within PAPYRUS policy.**

**10. ADDITIONAL DUTIES**

It is the nature of the work of PAPYRUS prevention of young suicides that tasks and responsibilities are in many circumstances, unpredictable and varied. All staff are, therefore, expected to work in a flexible way when the occasion arises and when tasks not specifically covered in their job description have to be undertaken. These additional duties will normally be to cover unforeseen circumstances or changes in work and they will normally be compatible with the regular type of work. If the additional responsibility or task becomes a regular or frequent part of the member of staff's job, it will be included in the job description in consultation with the member of staff.

**11. CONFIDENTIALITY**

It is expected that all PAPYRUS employees understand that our work is confidential and that neither details about those who use its services nor any other PAPYRUS business should be divulged to members of the public. A confidentiality agreement must be signed on taking up this post. Further details are outlined in the PAPYRUS Confidentiality Policy.

**12. BASIC PRINCIPLES**

The post holder is expected to be familiar with and have regard to the ethos and values of PAPYRUS and work within that framework. He/she must be prepared to operate without prejudice to all who approach PAPYRUS or work with the organisation at any level.

**13. CONDITIONS OF SERVICE**

Conditions of Service are broadly in line with those set out by the National Joint Council for Local Government Services. PAPYRUS has a probationary period of 6 months for all posts. Appointment to this post may be subject to satisfactory Enhanced CRB Disclosure and/or completion of Vetting and Barring Scheme checks.

**14. QUALIFICATIONS**

See Person Specification