

Job Title	Marketing and Communications Officer
Salary	£23,500 - £26,240 per annum (Pro rata for 22.5 hours per week is £14,100 - £15,744)
Responsible to	Marketing and Communications Manager
Location/Flexible Working	We'd like to see you once a week in our North Tyneside office, but we are really open to talking about flexible working options and could consider options as diverse as job sharing and annualised hours
Key External Partners	Website agency; graphic designers; video producers; photographers

Purpose

As part of a friendly and supportive team, our Marketing and Communications Officer will help to deliver the internal and external marketing and communications strategy to support the overall business objectives of Rise.

To ensure:

- We raise the profile of Rise and highlight our reputation as the leading voice for physical activity in our area.
- We increase engagement with partners through the promotion of our wide range of activities and expertise.
- We increase awareness of opportunities for our broad range of partners and stakeholders to engage with Rise.

This is an exciting role that will be an essential part of our ambitious plans to increase our profile and engagement with audiences across a range of communications channels.

Key Tasks & Responsibilities

1. To support with identifying, creating, and promoting engaging marketing and communications content, using online and offline channels - including Rise's website, social media, digital and print resources, media relations, and events.
2. Work with the Marketing and Communications Manager to develop and implement an annual plan of marketing and communications activity.
3. Build strong working relationships with colleagues and partners to identify opportunities to publicise the activities and achievements of Rise.

4. Provide expert communications guidance to colleagues, advising on methods and channels to reach different audiences.
5. Support the Marketing and Communications Manager with the busy workflow of marketing collateral and requests.
6. Be one of Rise's brand guardians, ensuring all of our marketing and communications follows our brand guidelines and positively represents the Rise brand.
7. Take responsibility for maintaining the Rise website, including content updates and working with an external website agency.
8. Commission and direct external agencies such as graphic designers, video producers and photographers to produce content that aligns to our brand guidelines.
9. Collect, analyse and report on communications activity to track progress, assess impact and continually improve performance.
10. Keep informed of developments and trends in communication tools and techniques and use these to improve Rise's marketing and communications activity.

General

11. The post holder will be required to travel to attend meetings and carry out other work-related duties across Northumberland and Tyne & Wear, and occasionally beyond.
12. Ensure all communications are compliant with the requirements of UK GDPR and maintain a confidential and sensitive approach to personal and organisational information.
13. Provide support and assistance with the planning and delivery of events, projects and programmes delivered by Rise.
14. Conduct all responsibilities according to Rise's policies and procedures, and adhere to its core values.
15. Contribute to an inclusive working environment where diversity is valued and each team member is able to contribute to, promote and uphold equality, diversity and inclusion through everyday actions.
16. To attend training and development opportunities relevant to the post and/or self-development objectives.

17. Any other duties as required, commensurate with the grade and remuneration of the post.

Number of Reports

Direct Reports: 0

Indirect Reports: 0

Practical Requirements

The post holder must:

- Operate firmly within Rise's behaviour framework at all times. Be a leading advocate for the benefits that physical activity and sport can play in developing communities and individuals.
- Ensure compliance with Rise's internal procedures and all legal requirements.

Last Updated: March 2024

Date of Next Review: March 2025