

Our Vacancies

Well One Communications and Marketing Officer

Directorate: Responsible to:

Communities and Neighbourhoods (CaN) Well One Partnership Development

Manager

Team:

Community Development & Wellbeing Respo

Responsible for:

N/A

Grade:

SO1

Purpose of Job

- To support the communications and marketing function of the Well One team and Partnership/Network
- To assist in the development of the communications element of the Well One strategy
- To support the wider work within the Partnership on improving Digital Inclusion and marketing community initiatives
- To work closely and collaboratively with Communications teams based within Partner organisations and help raise Well One's profile internally within the Partnership/Network and externally
- To produce affective digital campaigns and associated marketing for Well One and Partner Initiatives

Main Duties and Responsibilities

- Take responsibility for the Well One website and social media channels, ensuring the messaging and content is accurate
- Support the development of a Communications and Marketing Plan
- Plan PR for Well One as an initiative and for the wider Partnership
- Design communications outreach media for Well One
- Work with other teams in CaN and across Poplar HARCA to promote services
- Collaborate with volunteers and community centre teams to support the creation and delivery of virtual activities, which can be delivered through virtual platforms
- Create quality control measures and ensure they are implemented by all partners (content contributors)
- Produce quarterly programmes/timetable for activity on the Well One website
- Monitor growth targets on digital platforms (social media and website), content schedule and reporting
- Promote the Well One website and associated campaigns and its activities to increase membership engagement
- Drive traffic to the Well One website to increase site visits

Communications:

- Collaborate with partner organisations to promote their activity on the Well One website
- Work closely with key Well One partners and their communication departments
- Collaborate with partners to synergise campaign efforts
- Work in partnership with Poplar HARCA Communications Team, as well as CDW Team's Communications Manager
- Oversee Well One messaging and social media platforms
- Help raise Well One's profile internally and externally with community stakeholders and service users
- Support Well One partners to increase participation in Well One partner activity
- Work with partners and other stakeholders to raise awareness of key priorities
- Collate good news stories across the partnership for publication both internally and externally using multiple media channels including website, social media, intranet and Workplace FB
- Oversee outgoing design and art work for media and publication
- Develop Well One mailing list in collaboration with partners across the network.
- Provide communications support for ad-hoc events, such as celebratory and community events

General

- To be self-administering, flexible and adaptable
- Perform other duties as may be reasonably required by your line manager
- Conduct yourself in line with Poplar HARCA's policies, procedures, rules and standards
- Maintain all client information in line with Confidentiality and General Data Protection Regulations (GDPR) guidelines

Person Specification

All criteria are essential unless stated otherwise.

Requirements	Criteria
Education/ Qualifications/ Training	a. Educated to A-level standard minimum or demonstrates comparable skills
Skills	a. Strong partnership development & networking skills b. Ability to liaise with individuals at all levels within an organisation, including external partners c. Ability to capacity build and develop volunteers d. Ability to take creative ideas from conception to completion e. Excellent communications skills - verbal, written and presentations f. Ability to work under pressure and meet deadlines and targets; to maintain accountability and ownership of one's workload at all times g. Excellent organisational skills h. Ability to manage change and work flexibly i. Ability to manage quality and performance j. Computer literate to include Microsoft Word, Power Point, Excel, Outlook, use of the Internet and social media platforms and web-based email k. Computer literate to include Adobe packages/or similar and relating to design

Experience	a. Experience of successfully achieving outputs and targets b. Experience of developing and delivering new initiatives, in particular, digital services, to a wide-ranging audience c. Experience of developing tailored and targeted communications materials d. Experience of developing meaningful partnerships and engaging others e. Experience of monitoring and reporting on projects and initiatives to Senior Managers, colleagues and funders
Knowledge	a. Understanding of the causes and impact of health and social issues b. Understanding of the factors that influence health and how they can be addressed at a community level c. Understanding the ethos of community development work d. Knowledge of organisations and services delivering community health projects/interventions in Tower Hamlets and other relevant stakeholders
Key Competencies	a. Putting others first b. Achieving Results c. Open to change d. Informed and informing e. Personal Progress f. Partnership Working g. Problem Solving

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