



Vacancy



Job Description: Marketing and Communications Officer

Organisation: The CAE

Location: Swansea

Start: Immediate

Initial Contract: 6 months

Salary: £10.90/hour

Hours: 30 hours a week

Reporting to: Business Development Manager

Key purpose:

The CAE inspires, supports, and promotes employment and entrepreneurship for ethnically diverse people. Based in South Wales, we are the only organisation in the UK that has developed solutions to support members from diverse ethnic communities who wish to find jobs or set up and grow their businesses.

Our organisation is in an exciting period of growth. We are currently in the process of setting up a new Community Enterprise Hub in the heart of Swansea, which will be a central meeting place for the different communities, reflecting the amazing diversity of our city.

We are looking for a Marketing and Communications Officer to support the design and implementation of our communications strategy in the wider organisation and in relation to the Hub. The successful applicant will work across the organisation, within the community and in partnership with other organisations.

Candidates who can demonstrate relevant prior experience are encouraged; however relevant equivalent experience will be considered. The post-holder will be a self-starter with motivation to make a difference.

Main Responsibilities

- Plan and facilitate the production of high quality marketing materials and communication tools, which engage and inform service users, stakeholders and the public.
- Develop, edit and release marketing and communications materials, including press releases, blog posts and social media content.
- Maintain brand assets (including logos, visual style, photography, written style guides) and ensure that all communications utilise these assets and adhere to brand guidelines.
- Assist with the rollout and administration of planned advertising campaigns, brand launches and website launch projects, as well as regular updates to the website and social
- Work with other team members to conceptualise and implement communications strategies and campaigns.
- Remain up to date and skilled with the use of common design and publishing software/apps such as Adobe Photoshop, InDesign, Illustrator, Canva and marketing best practises.
- Liaising with other organisations, in consultation with line manager, to help publicise and promote the work of The CAE.
- Create storytelling content for YouTube and develop strategies for channel growth.
- Support in overseeing the production of 'The 411 Podcast' and the management of the hosts and speakers.
- Supporting in writing podcast material and providing feedback on the further development of scripts.
- Creating, uploading, and editing forms and other communication material on the organisation's website.
- Track website analytics and create reports detailing successes and failures of communications campaigns.

- Create and implement Marketing plan for Hub at pre and post launch phases.
- Manage and maintain Hub's image library and the marketing area of the CAE's intranet.
- Manage stock of marketing materials, ensuring they are kept up to date and organising reorders where necessary.
- Managing the invoicing process, and assisting with administering the marketing budget.
- Produce reports on the impact of the marketing plan for internal stakeholders.
- Any associated duties and responsibilities within competence as required.

This list is not exhaustive, and the role of the Marketing and Communications Officer may change to meet the nature of the business and services.

Knowledge, including educational qualifications:	Essential (E)/ Desirable (D)	How assessed: Shortlisting/ Interview
1. Practical working knowledge of communications and marketing including strategy development and implementation.	Desirable	Shortlisting/ Interview
2. Educated to at least level 2 equivalents, with GCSE Maths and English or be able to demonstrate equivalent knowledge, skills, and aptitude.	Essential	Shortlisting/ Interview
3. Knowledge and understanding of both the business and third sector spectrum.	Essential	Shortlisting/ Interview
Experience:		
4. Designing and delivering projects with a wide range of internal and external stakeholders.	Desirable	Shortlisting/ Interview
5. Experience analysing information and developing practical and innovative solutions to manage problems.	Essential	Shortlisting/ Interview
6. Ability to ensure excellent judgement in making evidence-based decisions.	Essential	Shortlisting/ Interview
7. Computer literacy including Word, Excel, PowerPoint, email packages and social media (Facebook, Twitter, and Instagram)	Essential	Shortlisting
8. Can communicate clearly and with confidence both orally and in writing, including reporting, presentations	Essential	Interview

Desired Personal Attributes:

- Self-motivated and a self- starter with the ability to use own initiative
- Ability to work as part of a team and be flexible
- Organisational skills
- Analytical skills
- Well-developed interpersonal skills
- Numeracy skills
- Communication skills
- Team Working skills
- Diplomacy
- Ability to motivate people

How to Apply:

Please submit your CV and cover letter to info@caentr.org. It is in your interest that you are clear in your application about how you meet the essential criteria with clear examples where possible.

If you would like to chat before applying, please contact Kim - kim.m@caentr.org