**Job Title: Marketing & Communications Officer**

**Reporting to: Chief Executive**

**Location: Remote working**

(with ability to meet stakeholders in Warwickshire/Oxfordshire area)

**Salary: £19,000 - £21,500 (to be pro-ratered)**

**Hours: 1 – 2 days per week (up to 15 hrs per week)**

**The Person and the role**

The Dare2Dream Marketing & Communications Officer’s primary role is to ensure the right audiences are aware of the services the foundation provides. The role will create and implement the marketing strategy plan; creating and maintaining a strong influence over all marketing campaigns; targeted email & social media campaigns to relevant professional stakeholders. You will also create digital materials such as newsletters, brochures and resource development.

You will experience the full marketing mix. You will ideally have a marketing and graphic design qualification or have relevant experience and a good understanding of digital marketing channels.

You will be proactive, collaborative, and eager to develop the marketing strategy of The Dare2Dream Foundation.

**Accountabilities and Main responsibilities of the role**

* Creation of the Dare2Dream marketing strategy in collaboration with the CEO and other internal stakeholders to ensure all parts of the organisation are included.
* Implementing the marketing plan covering all aspects of the organisations work
* Creating engaging and professional, high quality written and visual content for various marketing campaigns via email mail shot campaigns, blog platforms and social media engagement with professionals
* Creating engaging targeted marketing emails using various mediums including mail chimp
* Growing an audience for email, social media, Linked In, emails and blogs.
* Maintenance of social media presence with focus and a purpose
* Maintenance of the organisations website
* Maintenance of marketing distribution lists in accordance with GDPR guidelines; collaborating with internal stakeholders ensuring all market contacts are updated regularly
* Ensuring all materials are within agreed company branding parameters

The job description is a general outline of the job duties and responsibilities and may be amended as The Dare2Dream Foundation grows and the role develops. This post will consist of other duties that may well be reasonably required from time to time

**Job related Experience, Qualifications and Skills**

**Essential**

* Skills - High standard of written language skills and high levels of creativity and flair
* Skills - Unique and creative graphic design skills
* Skills - Excellent IT literacy skills with experience of using creative software packages i.e. Canva, scheduling software such as Hootsuite, Mail Chimp etc.
* Skilled at measuring and analysing the success of campaigns to inform future actions and strategy
* Experience of and understanding of how to use organic advertising/exposure to correct audiences
* Experience - Marketing experience including graphic design (ideally 1 year experience)
* Education - Marketing / design qualification (ideally to degree level). Alternatively, demonstrable success in a similar marketing role.
* Characteristics - Warm, friendly yet professional communication style. Creative and organised individual who can act on initiative and work to deadlines. You’ll need to be able to think in terms of a calendar of social media posts.
* Work collaboratively with all stakeholders
* Ability juggle various projects and prioritise accordingly
* Creativity and passion for digital marketing with first-hand experience of delivering marketing campaigns

**Additional Information**

* 21 days’ holiday plus bank holidays
* Stakeholder pension scheme
* Thorough induction, committing to continued professional development
* Friendly and supportive organisation

For more information, please see [www.thedare2dreamfoundation.org.uk](http://www.thedare2dreamfoundation.org.uk)