

## **Job Description**

**Job Title: Publicity Officer**

**Reports to: Programme Manager**

**Salary: £18,525 (annual salary)**

**Location: Home based**

### **Purpose**

To provide marketing support to DLF's campaign to '*Add Life to Years (through practical support)*' through promotion of the Living Made Easy brand and its sub-brands that target older and disabled people in the UK.

### **Main Duties and Responsibilities**

1. Undertake a planned calendar of agreed activity in support of DLF 's campaign to '*Add Life to Years (through practical support)*' through promotion of the Living Made Easy brand and its sub-brands that target older and disabled people in the UK. Living Made Easy will be redesigned Sept – Dec 2020 and will then directly integrate the Youreable, AskSARA and Factsheets sub-brands. All activity pre-December will promote assets being migrated.
2. Produce articles targeting older and disabled people and their informal carers promoting Living Made Easy's information and advice using spokesperson, surveys, consumer promotions and other techniques.
3. Increase referral traffic to Living Made Easy by encouraging referrals (links etc) to Living Made Easy by public-facing organisations and media such as charities, government, NHS and media.
4. Increase referral traffic to locally licensed versions of AskSARA (that route to Living Made Easy) by targeting local organisations such as Age UK, support groups, Red Cross and a range of others.
5. Undertake an agreed campaign targeting social media such as Facebook and Twitter to increase reach and encourage use of and referrals to Living Made Easy.
6. Investigate the potential to re-apply for and then manage an ongoing Google grant for Living Made Easy.
7. Collaborate with the Information and Advice team on Search Engine Optimisation.

8. Manage the development of the donate pathway within Living Made Easy once re-launched.
9. Produce regular and ad hoc reports tracking the performance of Living Made Easy and its sub-brands. Run regular online and offline surveys to increase our understanding of the profile and usage of the service.
10. To undertake regular moderation of the Youreable forum dealing with posts, logins and overall oversight of content
11. To work in conjunction with the Shaw Trust 's central marketing communications team.

### Other

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.
3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has a Diversity and Inclusion Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.

7. To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust 's risk management arrangements.
8. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
9. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
10. Recycle and manage energy within your environment in line with Shaw Trust's Strategic aim to adopt green approaches and become carbon neutral.

This job description is intended to provide a broad outline of the main duties and responsibilities only. The post holder will need to be flexible in developing the role in conjunction with the line manager. The post holder may be asked to carry out any other delegated duty or task that is in line with their post.

<p align="center"><b>Person Specification</b>  <b>Job Title: Publicity Officer</b>  (E=Essential D=Desirable)</p>
<p><b>SKILLS AND CORE COMPETENCIES</b></p>
<p><b>Technical competency (qualifications and training)</b></p> <ul style="list-style-type: none"> <li>Undergraduate in business studies, marketing or equivalent <b>(E)</b></li> <li>English GCSE at least level grade B (able to demonstrate excellent level of English grammar skills) <b>(E)</b></li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>Experience of involvement in supporting marketing campaigns and producing copy <b>(D)</b></li> </ul>
<p><b>Skills and Attributes</b></p> <ul style="list-style-type: none"> <li>Confident to work independently and to act as an ambassador for the DLF's work with external partner organisations <b>(E)</b></li> <li>Results orientated, resilient and customer focused <b>(E)</b></li> <li>Self-motivated with a desire to achieve <b>(E)</b></li> <li>Good verbal, written and reporting skills <b>(E)</b></li> <li>Excellent presenting skills <b>(E)</b></li> <li>Good administration and organisational skills with understanding of using office and CRM systems <b>(E)</b></li> </ul>
<p><b>Personal qualities, communicating and relating to others</b></p> <ul style="list-style-type: none"> <li>Ability to build rapport, empathy and co-operation at all levels of interaction including senior management <b>(E)</b></li> <li>Ability to work on own initiative and as part of a team <b>(E)</b></li> </ul>
<p><b>Safeguarding</b></p> <ul style="list-style-type: none"> <li>Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults. <b>(E)</b></li> <li>This post requires a Disclosure and Barring Service Check at a Basic level <b>(E)</b></li> </ul>
<p><b>Other</b></p> <ul style="list-style-type: none"> <li>Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity. <b>(E)</b></li> </ul>