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| Job Title  | Communications and Marketing Officer  |
| Responsible to  | CEO  |
| Hours of Work | 30 hours per week  |
| Salary  | NJC Scale Point 15 £23,541 per annum pro rata  |
| Contract  | Permanent  |
| Location  | Juno Women’s Aid Women’s Aid premises.  |
| Date Revised | September 2021 |

This job description may change to reflect changing requirements of the role.

**Job Summary**

To support and maintain excellent standards in service provision for women, teenagers and children affected by domestic violence and abuse by: -

* Developing and supporting Women’s Aid’s online and offline communications to maximise digital, marketing and media opportunities; in line with Juno Women’s Aid’s Communications Strategy and Action Plan objectives and wider strategic objectives
* To represent Juno Women’s Aid at relevant multi-agency partnership meetings
* Ensuring compliance with Data Protection Act 2018 and GDPR requirements for all service user data
* Maintaining high standards of confidentiality and information security

**Responsibilities and Duties**

The list below describes the main responsibilities and duties of the role but is not a finite list. You will be required to carry out any other duties commensurate with this post.

* To be first point of contact for communication enquiries, working closely with the Senior Management Team.
* To help in creating and maintaining content for JUNO WOMEN’S AID online platforms, including the website.
* To help identify media opportunities and to maximise positive media coverage for Juno Women’s Aid.
* To coordinate and produce leaflets, publicity and promotional materials to effectively market the work of Juno Women’s Aid.
* To coordinate and produce Juno Women’s Aid newsletter and content for Broadcast site.
* To identify media and case study opportunities. Conduct interviews and ensure the all involved are treated in an appropriate and safe manner.
* To work on Juno Women’s Aid’s internal and external marketing campaigns, providing media support as required.
* To draft marketing copy for the organisation and identify opportunities to promote Juno Women’s Aid services and increase our donor base.
* To provide basic design and typesetting for publications as required.
* To be first point of contact for internal and external branding enquiries.
* To develop and maintain a database of members and contacts.
* To help develop proactive opportunities of social media channels and to grow our dialogue with our supporters and service users.
* To identify and develop opportunities to increase income and reduce organisational expenditure through the projects and campaigns work of this role.
* To contribute to team meetings and organisational priorities, to prepare and participate in supervision and appraisal meetings as required
* To maintain clear and adequate records of work completed; and to produce reports on work programmes and activities as required by management.
* To work with Juno Women’s Aid staff to develop, maintain and provide a coordinated approach to, external presentations and displays.
* To assist in the organisation of meetings, conferences or events
* To provide support and assistance to the Senior Management Team.
* To liaise internally with managers, as necessary, regarding promotion of their services including survivor feedback
* To work closely with Women’s Voices, Volunteer and Pets Project Coordinators to ensure inclusion and amplification of survivor voice in all communications, marketing and publicity work.
* To develop and maintain a portfolio of case studies for use in publicity and promotion material
* To support the Head of Business Support and Development in the development of CRM database for Juno Women’s Aid
* To support with delivery of the training induction programme for all staff to ensure understanding of communications and marketing to Juno Women’s Aid, our partners and service users
* To ensure service user data is protected in compliance with the Data Protection Act 2018
* Work closely to maintain effective partnerships between Juno Women’s Aid and a wide range of statutory, voluntary and private sector organisations in Nottingham City and South Nottinghamshire, to improve the coordinated community response to domestic abuse.
* Attend team meetings where required to support with effective communication and marketing
* Keep and maintain accurate and confidential records of all work undertaken.
* Contribute to the collection of service outcomes and use clear and coherent targets and monitoring systems to provide evidence that Survivor outcomes are met.
* Ensure effective implementation of Juno Women’s Aid’s Equality and Diversity policies and awareness and integration of an equalities and human rights agenda in all your work.
* Contribute to Survivor feedback and voice in service delivery and service development.
* Ensure service standards are maintained and all Juno policies and procedures complied with.
* Contribute effectively to team working, team meetings and the team plans.
* Ensure effective implementation of Juno’s Equality and Diversity policies and awareness and integration of an equalities and human rights agenda in all your work.
* Ensure service standards are maintained and all policies and procedures complied with.
* Work with volunteers as necessary to enhance the capacity of the service. Induct and mentor volunteers recruited to support the service.
* Promote Juno Women’s Aid’s services widely to ensure the organisation and its services are accessible to women and young people across all communities.
* Undertake training and ensure your knowledge is up to date and where relevant shared with your team.

**General Duties**

* At all times protect the safety and security of Juno and service users, staff, volunteers, and all those in the work of Juno, Juno premises and the confidentiality of records and other information;
* Uphold the right of women, children and young people who have experienced domestic

violence, advocating vigorously for them while offering protective strategies, and appropriate safe services;

* Adhere to Safeguarding Children and Adult policies, Health & Safety and Equal Opportunities;
* Adhere to the terms of relevant legislation, especially in respect of Safeguarding Children and vulnerable adults, Equality & Diversity, Employment and Health and Safety; and also keep updated of any changes or proposed changes in relevant legislation, policy and practice;
* Undertake such other duties, appropriate to the grade and character of the work, as may reasonably be expected and including relief cover on the Helpline and on-call rotas (evenings and weekends).
* Attend organisational days and other organisational requests and duties.
* Undertake training as agreed at supervision sessions.

**Values, Behaviours & Competencies**

* Committed to the purpose of Juno Women’s Aid, ensuring that the Survivor is at the heart of service delivery and development.
* Provide the service at times and days to meet service user needs and in line with contractual requirements.
* Feminist and committed to fostering innovation and continuous improvement in working practice.
* Flexible and open to new challenges, ideas and experiences, and able to be self-reflective.
* Committed to understanding diversity and ensuring anti-discriminatory practice is applied in all forms of our work.
* Non-judgemental with a commitment to self-care within the team.
* Collaborative, building relationships with internal and external partners.
* Non-judgemental with a commitment to self-care within the team and wider organisation.

**Other:**

1. This post is subject to completion of a six month probationary period.
2. Must be able to visit sites and work across Juno Women’s Aid sites as required.
3. Post is open to women only under the Equality Act 2010, schedule 9, part 1

This job description is not designed to provide an exhaustive list of tasks and therefore the post holder is expected to undertake any other reasonable duties within the scope of the post as specified by their line manager.

**For Official Use only**

Agreement to Job Description by candidate accepting the job offer:

*In accepting the offer of employment by Juno Women’s Aid, I agree to work to this Job Description and understand that this may change to reflect changing requirements of this role.*

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| --- | --- |
| Name:  | Signature:  |
| Date: | Start date: |

**PERSON SPECIFICATION – Quality and Performance Officer**

*Your application should give clear examples of your experience, knowledge, skills and*

*abilities gained in both paid and/or unpaid (volunteer) work for each of the Person*

*Specification criteria*

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| --- | --- |
| **Experience**  | * Experience of working with women affected by domestic abuse (Desirable)
* Experience of working in communications and marketing.
* Experience of delivering training
* Experience of developing training programmes
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| **Knowledge and Understanding**  | * Understanding of the practical, emotional, social and economic issues facing women and children affected by domestic violence
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| **Skills and Abilities**  | * Proficient in the use of Excel and associated Office 365 suite of products
* Ability to produce reports with good analytical skills
* Ability to work sensitively and in a non-judgemental manner with vulnerable survivors
* Ability to manage own workload, balancing competing priorities and working to tight deadlines
* Excellent time management and organisational skills
* Ability to work on own initiative as well as a strong team player and positively contribute to the team
* Ability to work in a fast-paced environment
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| **Communication** | * Sensitive to the needs of service users
* Able to grasp complex information in verbal and written form.
* Ability to deal with stressful situations and disturbing information.
* Excellent IT, written and verbal communication skills
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| **Other** | * Enhanced DBS Clearance
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