Cardiac Rehab

Basingstoke & Alton Cardiac Rehabilitation Charity Ltd

Registered Charity No. 1013238

Cardiac Rehab Centre
Chawton Park Road
Alton, Hants GU34 1RQ

Telephone: 01420 544794
Fax: 01420 544825

Email: hearty@cardiac-rehab.co.uk
www.cardiac-rehab.co.uk

Communications & Marketing Officer

Job Title:	Communications Officer
Contract:	22.5 hours a week subject to negotiation
Salary:	£15600 - £17100 (£26,000 - £28500 pa FTE) depending on experience
Responsible to:	Chief Executive
Staff Reporting to:	Volunteers

Overall Responsible For:
All media and communications activity. Overall objective is to raise awareness of Cardiac Rehab, to increase engagement with our exercisers and supporter audiences and to support income generation.

Responsibilities

- Ensure our communications strategy meets the charity's objectives across our audiences: the medical profession, beneficiaries, donors and supporters – which is to increase uptake of the service and an increase in income
- Act as the key point of contact between Cardiac Rehab and the media; write press releases, blogs and articles as appropriate, ensuring that they are timely and meet with copy deadlines; develop positive relationships with key journalists within both print and digital media, with the aim of maximising coverage; keep a log of all media coverage
- Be responsible for the content design of all printed and digital materials produced, including posters and leaflets, and the twice-yearly Newsletter, in conjunction with external designers and maintaining the integrity of the Cardiac Rehab brand both internally and externally
- Source case studies and photographs; act as point of liaison between fundraising and service users in a sensitive fashion
- Work with the CEO to publish an annual Impact Report for Cardiac Rehab
- Be responsible for the Cardiac Rehab website and processes within the webshop, ensuring content is informative and timely and presenting the charity as an expert in rehabilitation
- Manage the charity's Twitter, Facebook, Instagram and Blog ensuring they are updated on a regular basis in conjunction with relevant staff/volunteers who produce content material
- Manage Donorfy and Mailchimp marketing data, ensuring key GDPR procedures are followed by staff, using volunteer resource as appropriate
- Plan and implement online fundraising campaigns required in the business plan campaigns
- Provide marketing support for fundraising events in conjunction with the Centre Manager and general support on the day

- Working with the Centre Manager, provide media support for community fundraising initiatives
- Stay aware and informed about developments in digital communications

PERSON SPECIFICATION

Job Title: Communications Officer

		Essential	Desirable
Experience	A minimum of three years' working in communications and can demonstrate strong experience in a marketing/communications role.	Yes	
	Charity communications experience		Yes
	Social media communication and campaigning using facebook, Twitter, Instagram, Linked in and blogging	Yes	
	Experience of website CMS and publishing website content (Wordpress CMS desirable, training will be provided)	Yes	
	Solid experience in copywriting, proof reading and editing materials for various communications channels	Yes	
	Experience using a CRM to manage GDPR data and segmentation of donors/supporters (Donorfy desirable)		Yes
	Experience of print, production and electronic material design processes and techniques.		Yes
	Experience of managing volunteers		Yes
Qualifications	Graduate or equivalent in experience	Yes	
	Marketing qualification or similar		Yes
Knowledge	Good understanding of marketing and branding principles and tactics across multiple channels, including Web, print and social media	Yes	
	Appreciation of Healthcare sector and the wider care sector issues		Yes
Skills	Excellent written skills, with the ability to turn complex information into a clear and compelling message for multiple audiences.	Yes	
	Excellent IT Skills, including Teams, Word, Powerpoint and Excel	Yes	
	Excellent interpersonal skills and the ability to build effective working relationships with a wide range of people and establish credibility business and professional people, trustees, and volunteers	Yes	
	Attention to detail and able to produce a consistently high standard of accuracy in written work and record keeping.	Yes	

	Creativity and imagination	Yes	
	Excellent negotiation and influencing skills.	Yes	
Personal Attributes	Able to prioritise a varied workload and work under pressure to meet deadlines	Yes	
	Able to work effectively with volunteers and team members	Yes	
	Have a commitment to self-development	Yes	
	A flexible approach to work in order to adapt to changing priorities.	Yes	

Terms and Conditions:

Contract: This is a part-time position; starting as soon as possible.

Salary: £15600 - £17100 (£26,000 - £28500 pa FTE) depending on experience

Pension/benefits: A 4% employer contributory pension

Free access to Cardiac rehab gym facilities

On-site parking

Office Hours: Core office time is 9am to 4.30pm. Flexible working is possible.

Holidays: 28 working days including bank holidays per annum, pro rata

Extra discretionary days should the Centre close between Christmas and New Year

Notice period: One month in writing either way.

Location: The job is based at the Rehab Centre in Chawton Park Road, Alton Hants, GU34 1RQ.

Cardiac Rehab is an equal opportunities employer and is committed to supporting its staff with all necessary training opportunities.

Please complete an application form - available at http://www.cardiac-rehab.co.uk/about-cardiac-rehab/work-with-us and return it to: ceo@cardiac-rehab.co.uk using the subject line "Communications Officer".

Closing date for applications: 28/11/2022 9.00am

Interviews: w/c Monday 5/12/22

If a suitable candidate applies, we may interview and appoint earlier.