

I CAN JOB DESCRIPTION AND PERSON SPECIFICATION

Post: Senior Marketing and Communications Officer

Location: I CAN, Central Office, London

Accountable to: Head of Communications

Job purpose

The Senior Marketing and Communications Officer will lead on the development and implementation of the marketing and communication strategy for the children's communication charity. Reporting to the Head of Communications this role acts as an account manager for the organisation's marketing and digital requirements. Key responsibilities of this role include developing printed and digital materials, managing content for our websites and supporting our two schools to market themselves to key stakeholders.

Planning and Development

- Support the Head of Communication to develop, oversee and monitor a communications strategy for I CAN
- To develop and implement integrated marketing and communication plans to support the successful campaigns to raise awareness of the services that I CAN offer children with speech, language and communication needs (SLCN)
- Collaborate and business partner with colleagues in Philanthropy, Operations and at I CAN's school deliver the communications strategy
- To support the delivery of the internal communications strategy
- To manage relationships with external agencies to support the delivery of marketing activities

Marketing

- Deliver proactive marketing strategies that will increase the number of children that will be supported by the services offered by I CAN, including our two schools and social enterprise
- Lead the production of marketing collateral to support business development, including; the School's prospectus, Annual Review, philanthropy leaflets and research reports
- Continually evaluate our marketing approaches, identify strengths and weaknesses and recommend developments and improvements as necessary
- To support the development and content generation for all e-communications

Website Content

- To have oversight of and responsibility for quality assuring website content across all I CAN sites
- To develop new content channels, such as video, podcasting and infographics, to grow engagement with new audiences

- To work closely with the Digital Communications Officer to support the development of content for new digital platforms
- Create content and upload to I CAN's websites using a content management system

Additional Requirements

1. Provide cover for colleagues as directed by your manager
2. On occasion, deputise for the Head of Communications
3. Safeguard at all times confidentiality of information relating to children, staff and I CAN's work
4. Abide by all relevant I CAN Policies and Procedures

The list of duties and responsibilities is by no means exhaustive and the post holder may be required to undertake other relevant and appropriate duties as required.

The job description is subject to regular review and appropriate modification.

PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE
Qualifications	Degree or equivalent qualification in Communications, Marketing or Media	Professional Qualification in Communications/PR/Marketing
Experience	Experience of marketing services	Experience of marketing services within the not for profit or education
	Experience of leading communications projects and/or campaigns	Experience of leading communications projects and/or campaigns from conception to conclusion
	Experience of managing external agencies	Experience of working with InDesign and Photoshop
	Experience of using a content management system to update websites	Experience of using Umbraco and Wordpress content management system
Skills and Knowledge	Excellent presentation, communication, negotiation and influencing skills	
	Project Management Skills	
	Strategic and analytical approach to research, planning and problem-solving	
	Excellent writing skills and attention to detail	
	Excellent organisational skills and able to deliver to deadlines	
	IT Skills/Computer literate	
	Understanding of the online world including social media	Technical knowledge to build and edit web content, emails etc
Other Factors	Ability to act as an agent for change	
	Ability to work autonomously	
	Able to deal with pressure and time restrictions effectively	Ability to travel to I CAN sites on a regular basis if required
	Diplomacy and resourcefulness	