



Job Description

Marketing and Communications Officer

Job Title	Marketing and Communications Officer
Reporting to	Chief Executive Officer
Based at	Jericho Foundation, 196-198 Edward Road, Birmingham, B12 9LX
Salary	£24,000 FTE
Hours	20 hours per week
Contract	Permanent
Benefits	5 weeks annual leave + 8 public holidays (pro rata). Contributory pension scheme Access to Care First - Employee Assistance Programme

PURPOSE OF THE JOB

To develop and deliver the Marketing and Communications function that will ensure Bethel Health and Healing Network is recognised as a provider of health and wellbeing activities.

As Marketing and Communications Officer, you will:

- Develop the marketing and communications strategy for Bethel in line with Organisation objectives.
- Implementing marketing and communications plans to increase brand awareness and recognition for the organisation.
- Develop relationships with key media to secure and grow media coverage both online and offline.
- Write press releases for local and national media dealing with the press and wider media publicity and messaging.
- Monitor press stories relating to the Organisation and its brand and maximise opportunities for positive PR.
- Collate and analyse current communications and messages and ensure consistency.
- Communicate brand to stakeholders.

Bethel Health and Healing Network
Contact: 0121 661 4276 or email enquiries@bethelnetwork.org.uk
Address: 196-198 Edward Road, Balsall Heath, Birmingham B12 9LX
Company number: 05813084 | Charity: 1116225
Website: www.bethelnetwork.org.uk



BETHEL HEALTH AND HEALING NETWORK



- Help create communications for the events programme, particularly the annual events
- Create and manage marketing material in line with marketing plans

- Plan and implement promotional campaigns.
- Prepare online and print marketing campaigns.
- Monitor and report on effectiveness of marketing communications.
- Work closely with design agencies
- Act as the main point of contact for all communications in Bethel
- Use stakeholder or subject research on specialist campaign areas to inform marketing plans, including identifying target markets for each campaign.
- Maintain and improve the Bethel website and social networking pages in order to promote brand image and services.
- Identify and, where appropriate, engage potential sponsors, partners and influencers, with the CEO to follow through from initial introductions to agreement of appropriate one-off or continued support.
- Support the organisation to apply for appropriate tenders and consultancy contracts by developing compelling case studies, sponsor decks, reports and information.
- Work with other members of Bethel to identify, including key messages, content for website, and newsletter.

OTHER

- Support the Senior staff in the development and implementation of Bethel Health and Healing Networking strategies.
- Ensure all expenditure is incurred properly and with authorisation in line with the agreed budget and in line with financial procedures.
- Undertake any other duties as are considered to be appropriate and relevant to the grade of the post.

PERSON SPECIFICATION

The post holder will be able to demonstrate the following experience, skills and knowledge to an acceptable level, with specific reference to:

QUALIFICATIONS AND EDUCATION

Essential

- Educated to at least A level (or equivalent) or significant practical experience and training in a marketing/comms, or PR setting.

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- Experience in a marketing and communications role in private, public or charity sector or other relevant sector.
- Marketing qualification or substantial marketing experience.

Desirable

- Evidence of further professional development
- Educated to degree level and/or relevant professional marketing qualification.

EXPERIENCE AND KNOWLEDGE

Essential

- Demonstrable evidence of success in marketing or a related service.
- Knowledge of internal and external communications to support business objectives.
- Experience of identifying and utilising networks to make contacts and develop partnerships that benefit the organisation.
- Working knowledge of effective marketing and press campaigns.
- Knowledge of the range of relevant communications and marketing activities and tools, including social marketing.
- Experience of planning, strategy formation and working under pressure to meet deadlines.
- Good experience of using and understanding a range of IT packages including Microsoft Office and database applications.

Desirable

- Experience of high-profile media work and thorough understanding and knowledge of print and broadcast media, both national and regional
- Experience of organising media events from sourcing venues to advertising on media messages, briefing, and training spokespeople.
- Knowledge of marketing to and engagement with charitable and faith groups.
- Political media awareness.

SKILLS AND ABILITIES

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Essential

- Persuasive and influencing skills
- Keen sense of political awareness and judgement
- Calmness and ability to respond effectively when under pressure e.g., in an emergency/crisis situation
- Excellent written and oral communication skills with a proven ability to write reports and strategies
- Ability to plan, monitor and evaluate activities to achieve objectives, organising own work to deal with conflicting priorities and meeting deadlines.
- Attention to details
- A depth of awareness of and a commitment to Equal Opportunities.

Desirable

- A proven ability to adapt to the latest marketing trends and implement successful marketing strategies.

OTHER

Essential

- Ability and willingness to travel
- Ability to work flexibly with regards to hours and days including the ability to attend meetings and events on evenings and weekends.
- Commitment to principles of equality and diversity and equal opportunities.
- Commitment to working within a faith-based organisation

