

Job Description: Marketing & Communications Officer

Line Manager/responsible to: Sweet* Team Coordinator

Responsible for: N/A

Hours: 4 days per week - reduced hours will be considered

Salary: Full time equivalent of £22,000 - £25,000 per annum. Pro-rata salary of £17,600 - £20,000 depending on skills and experience.

Base: Office based

About us

The original version of Sweet* was created in 2010 to support learners with their personal growth and wellbeing. Over the years it has evolved into a resource which also allows learners to gain an accredited BTEC qualification in Personal and Social Development.

Sweet* has had over 20,000 learners registered on the programme in the last 4 years, and currently over 180 schools, PRUs and other educational establishments use the resource.

We take pride in our close relationships with our centres, the exceptional customer service we offer, as well as our ability and willingness to tailor our packages to their needs. Sweet* is available bilingually and can be adapted for those who are visually impaired.

Role Summary

To create engaging marketing materials as well as produce content for and monitor social media accounts.

To promote Sweet* services and products to educational establishments and programmes.

Job responsibilities

- Developing content for marketing sites as well as social media with regular, relevant and engaging content. This could be blogs, social media posts, press releases or award entries therefore a natural ability to write is essential.
- Producing materials for marketing purposes and for company handbooks/policies in line with company brand guidelines.
- Grow Social reach and engagement.
- Working with other teams in the business to support and amplify their work.
- Monitoring and assessing the efficacy of our digital marketing strategy. Ensure tracking and measurement is applied to all marketing activity and campaigns— analysing and reporting on performance using Google Analytics, Facebook Insights, Twitter Analytics etc.

- Assist with company event planning, such as breakfast briefings and training events, including planning, communication and post event tasks.
- Work closely with various partners including external designers, PR companies and digital/IT platform development companies.

General Duties

- Update job knowledge by participating in educational opportunities; reading trade publications and attending networking events.
- Take part in any project work deemed necessary from the management team.
- Fully engage with and adhere to Sweet's company values.
- Embrace Sweet's strategies, policies and processes.
- Ensure that all your practices adhere to information security policies, procedures and legislation.
- Work as a team to ensure continuous quality improvements supporting the company's journey to excellence.
- Keep outlook calendars up to date at all times.

General duties: The above duties are not an exhaustive list and should be viewed as guidance. Your line manager may ask that you take part in additional duties in order to fully utilise your experience, skills and knowledge.

Person Specification

Personal Qualities

- Empathetic – you understand what users need and issues that your teammates face.
- Always thinking of ways to improve things and takes responsibility to deliver improvements.
- Collaborative approach to working — happy to work independently but also know how to work with others to get the best outcomes.
- A proactive and positive attitude – as a small team, our to-do lists frequently change so it is important that you can recognise changing priorities and help the team if needed.

Essential Experience and Skills

- Undergraduate degree or higher.
- Minimum of 3 years' experience of working in a similar role.
- Creative, with experience of campaign or project management.
- Experience of using a range of Social Media platforms for Marketing purposes.
- Team player.
- Excellent knowledge of MS suite (Excel/Word/PPT).
- Motivated and pro-active.
- Knowledge of analytics software (such as Twitter and Google analytics).
- Excellent and demonstrable written and oral communication skills.
- Eye for design detail and ability to navigate Adobe CSS or Photoshop.
- Experience of using various social media platforms in a business capacity; including analytics modules and ad management platforms.

- You will have a passion for Marketing and Design that drives you to push the business and yourself forward.

Desirable Experience and Skills

- Welsh speaker.