

JOB DESCRIPTION

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| JOB TITLE: | Marketing and Communications Officer (Health) |
| SALARY: | £22,000 - £26,000 per annum |
| TERM: | Permanent |
| LOCATION: | SASP Offices, Wellington, Somerset, TA21 9JQ and hybrid home working where appropriate |
| HOURS OF WORK: | 37 Hours per week |
| RESPONSIBLE TO: | Strategic Communications Manager |

Main Purpose of the Job

To assist the Strategic Communications Manager to support SASP's digital communications work, with a specific focus around the health agenda. The Marketing and Communications Officer will play an important role in boosting the effectiveness and reach of SASP's communications and develop this area within a leading sport and physical activity development agency.

To support our new strategy, Somerset Moves we are growing our communications team, as we look to develop campaigns that help raise awareness, generate excitement and inspire us to be active and improve the health and lives of people in Somerset.

They will primarily be responsible for managing external communications through newsletters and social media, website management and digital transformation, and leading instrumental behaviour change health campaigns.

We are looking for someone to join our enthusiastic and high performing team, who ideally has a background and relevant experience in digital, communications or journalism. They will have an eye for detail, be a creative thinker, have good communication skills and bring passion to this role.

Summary of Responsibilities and Key Duties of the Job

1. To lead and manage a promotional campaign targeting adults in Somerset to deliver positive and empowering messages around increasing movement and physical activity in order to prevent their risk of falling and reduced mobility.
2. To lead and manage the communications of the 'Physical Activity on Referral scheme' and work closely with colleagues to assist in delivering this programme with health professionals and the leisure sector.
3. To lead and manage the communications for the new partnerships within the Somerset Primary Care Network (PCN's) and social prescribing network, and with this support the work of SASP health and wellbeing coaches.

4. In conjunction with the Strategic Communications Manager, implement SASP's Communications Plan in line with the Business Plan and Strategy, and deliver clearly defined messages to a number of audiences.
5. To support the day-to-day delivery of wider organisational communications activity under the direction of the Strategic Communications Manager.
6. To assist with the management of SASP's website. To support the development and production of content, such as articles, videos, and graphics.
7. To assist with SASP's social media activity, growing the charity's audiences across all major channels, enhancing audience engagement, and supporting organisational objectives through high calibre social media content development.
8. To assist in producing day-to-day content across all marketing and communications platforms, focusing on newsletter and digital content, website articles, blogs, press releases and updates and content for social media to inspire and enable positive life choices through sport and physical activity.
9. To assist in providing regular monitoring, analysis and reporting for all marketing and communications platforms.
10. Using content management systems, web design and maintenance and SEO.
11. To contribute to the production and delivery of digital transformation, utilising and supporting development of software platforms to enhance efficiency and provide value to the Somerset community.
12. To represent SASP on committees and groups within the county, regionally and nationally where appropriate.
13. To undertake any other duties and participate in projects commensurate with the nature and grading of this post or at the direction of the line manager.

General Information

All work performed/duties undertaken must be carried out in accordance with relevant SASP policies and procedures, within legislation, and with regard to the needs of our customers and the diverse community we serve.

Safeguarding Statement

Somerset Activity & Sports Partnership (SASP) is committed to providing safe, enjoyable activities and sporting opportunities for young people and adults at risk.

- We have a moral and a legal obligation to ensure that highest possible standard of care for those children, young people and adults who use our service.
- We believe that children, young people and adults at risk have the right to be safe, secure and free from threat.
- We believe that everyone has the right to be treated with respect and to have their concerns listened to and acted upon.

Date: 27th January 2023

PERSON SPECIFICATION

| Marketing and Communications Officer (Health) | |
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| JOB REQUIREMENTS | ESSENTIAL/ DESIRABLE |
| Skills and Abilities | |
| 1. Able to organise and prioritise effectively to meet deadlines. | Essential |
| 2. Excellent written and verbal communication skills (including social media and report writing) and an appreciation of the value of good customer service. | Essential |
| 3. Able to use own initiative and be proactive in planning and driving work programmes. | Essential |
| 4. Be adaptable, responsive and able to perform multiple tasks to a high standard | Essential |
| 5. A commitment to equality and diversity in working practices, with the ability to embed this across all aspects of work. | Essential |
| 6. High level numeracy skills. | Desirable |
| 7. An understanding of video creation and software. | Desirable |
| 8. A sensitivity to the communications needs of customers, partners and stakeholders within a sporting and health organisation and the requirements to improve profile. | Desirable |
| Experience | |
| 9. Experience of using social media and/or other web-based media to develop a business and web editing experience. | Essential |
| 10. Experience of analysing/ manipulating quantitative data to produce reports. | Essential |
| 11. Experience of researching and presenting qualitative data. | Essential |
| 12. Experience of balancing multiple project tasks. | Essential |
| 13. An understanding of the health, community, and sporting landscape. | Desirable |
| 14. A background and relevant experience in digital / communications / journalism. | Essential |
| 15. Experience in the implementation of a long-term, detailed communications framework. | Desirable |
| 16. Understanding and experience of the working with or developing digital platforms to enhance efficiency of systems and processes. | Essential |
| Educational | |
| 17. Relevant degree or equivalent | Desirable |
| 18. The post holder must have access to suitable means of transport as required for the role. | Essential |
| Work-related Personal Qualities | |
| 19. Good communicator capable of generating enthusiasm with a positive approach. | Essential |
| 20. Able to inspire confidence in others. | Essential |
| 21. Evidence of good interpersonal skills in order to motivate, enthuse, persuade, negotiate and influence. | Desirable |

22. A passion for physical activity and a desire to improve people's quality of life through promoting physical health

Essential