

Job description

Title:	Marketing Communications Officer
Organisation:	Bliss, the premature and sick baby charity
Location:	Bliss' head office, London SE1 (currently home-based due to COVID-19)
Salary and Grade:	£25,000
Terms:	Full Time, (35 hours a week, with flexibility)

Role description

Main purpose of the role

To play a key role in ensuring Bliss' communications further our mission. The Marketing Communications Officer uses their expertise to plan and deliver campaigns which drive engagement with Bliss' products, services and brand. This role oversees Bliss' social media channels, supports the development of new and existing digital platforms and leads on email marketing.

About the team and department

The Communications Team works alongside internal and external stakeholders to develop and deliver Bliss' communications across all channels, with a particular focus on developing and improving our digital communications. The team has a broad communications remit supporting the whole organisation and working across media relations, digital and brand.

Reporting structure

This role reports to the Senior Communications Officer

Key responsibilities

- Oversee Bliss' organic social media platforms and manage the content schedule
- With the Communications Manager, set goals and KPIs for Bliss' social media channels
- Contribute to the project planning process by developing e-comms and social media marketing plans and goals with the Senior Communications Officer
- Take ownership of social media and marketing plans, and run paid social media advertising campaigns to meet specific objectives, as directed by the Senior Communications Officer
- Use analytic tools to report on social media and website performance, proactively contributing to the evaluation of Bliss' digital content and activities
- Stay up to date with the latest trends to advise teams at Bliss on the best digital and social media content and new technologies to promote their activities
- Develop and optimise digital and social media assets, including checking copy, and ensuring that images and video are of a high quality and follow brand guides
- Support the maintenance of the Bliss website. Work with Bliss' website provider on technical aspects of its maintenance and updates
- Support the Digital Lead with developing new functionality for the website and other digital platforms

- Manage the schedule for Bliss' marketing emails, supporting teams to create engaging emails for a variety of audiences and editing and proofing copy
- Be responsible for the development of Bliss' monthly newsletter, *Your Bliss*, working with the wider Communications Team to collate content and provide insights on email performance to inform future planning
- Share insights from social media with the Communications Team and whole organisation to inform their approach to digital marketing and campaigns
- Support Digital Lead in upskilling teams across Bliss in utilising digital insights and producing effective digital communications
- Support the wider Communications Team to share Bliss news and content via the Bliss website and social channels, providing advice on the best channels to use to reach specific audiences
- Be a champion of the Bliss brand by helping to ensure Bliss' tone of voice and visual identity is consistent across all communications
- Any other duties as may be reasonably required.

Person Specification

The following is essential

- Experience of being responsible for social media in a charity or company
- Marketing qualification, training or relevant experience
- Excellent IT skills
- Excellent written and verbal communications skills
- Excellent attention to detail
- Experience of analytic tools and using insights to inform communications
- Confident using CMS
- An ability to be self-motivated, to think independently and anticipate what needs to be done
- An ability to think creatively and look for new ways of working
- Excellent time management and proven ability to prioritise workload, meet deadlines and work to a high standard
- Ability to deliver against set objectives
- Ability to work as a team member and work individually when needed
- Ability to build good relationships with members of other teams

The following is desirable

- Experience and/or understanding of the health service or child health issues in the voluntary sector
- Understanding of brand
- Ability to code and/or understand basic code
- Experience of using CRM or donor management software, e.g. Raiser's Edge

Special conditions

- Able to demonstrate commitment to the aims and objectives of Bliss
- Willingness to work outside office hours and weekends on occasion, and to travel across the UK
- Willingness to undertake further training as and when required

Health & Safety and codes of conduct

- To carry out all work in accordance with Bliss' health and safety policy
- To adhere to Bliss' Equal Opportunities and Diversity Policies at all times
- To adhere to Bliss' financial monitoring processes
- To ensure compliance with GDPR
- To adhere to Bliss' User Involvement policy and practice and to work closely with a range of stakeholders and users of our services to best design, support and evaluate our activities.

About Bliss

Bliss is the UK charity for premature and sick babies. Our vision is that every baby born premature or sick in the UK has the best chance of survival and quality of life.

We champion the rights of every baby born premature or sick to receive the best care. We achieve this by empowering families, influencing policy and practice, and enabling life changing research.

For more information about Bliss, visit bliss.org.uk

Why join us?

We are an equal opportunities employer and take pride in our collaborative and inclusive work culture. We understand that we all have different priorities at home and we therefore aim to offer a mix of financial and non-financial benefits. Our benefits include financial, health & wellbeing, lifestyle and career development options:

- 25 days paid holiday (pro-rata for part-time employees)
- Flexible working practices such as flexi-time working hours and time off in lieu (TOIL)
- Relaxed work life and dress code
- A contributory Bliss pension scheme
- Interest free annual season ticket loans
- Company and Statutory sick pay scheme
- Compassionate leave
- Time off for volunteering
- Salary sacrifice schemes (bike to work, payroll giving)
- Access to 24x7 free Employee Assistance Programme
- Family friendly policies
- Learning and Development via peer to peer, blended, cascaded and self-directed learning
- Mentoring and Coaching

How to apply

Interested applicants are requested to submit the following documents to recruitment@bliss.org.uk

- CV
- Supporting statement explaining how you meet the criteria in the person specification
- Equal Opportunities Form