

Job Description

Post Title: Communications Coordinator

Reports to: Chief Executive Officer

Working Hours: 30 hours per week

Overview

Dementia Jersey offers advice, support, and education across the island to anybody affected by dementia. We seek to raise awareness and improve understanding of dementia, working to make Jersey a more dementia friendly island where all those affected by dementia are understood, welcomed, and supported.

Purpose of post:

The postholder will be responsible for helping raise the charity's brand profile and creating content to promote our services and share information about dementia through the website and a range of digital channels and printed resources.

Main Duties and Responsibilities

- Create annual content and marketing plans which raise awareness of dementia, of the work and impact of Dementia Jersey and which boosts engagement in our services.
- Produce artwork and regular proactive multimedia content within brand guidelines for our social media channels and respond to questions and comments in a timely way.
- Lead on the ongoing development of the website, ensuring that our site continues to meet the needs of our stakeholders and that content is up to date and optimised for search.
- Project manage the introduction and population of a new CRM integrated with our website and put in place new processes regarding data capture and management.
- Design, layout and develop written content for our regular tailored newsletters, for both digital and print editions.
- Develop and manage regular email updates to stakeholders about our impact and ways they can get involved.

- Lead on marketing campaigns to raise awareness of dementia, the services we offer and key fundraising initiatives, working in partnerships with colleagues.
- Draft articles and media releases to promote the work of the charity.
- Design and manage the distribution and storage of Dementia Jersey merchandise and stock.
- Regularly report progress in terms of digital engagement and create insight reports for distribution to the fundraising and awareness committee.
- Look for opportunities to have information stalls at third party events and conferences and ensure these are manned by staff and volunteers.
- Attend events and local networking opportunities as appropriate and develop and maintain effective working relationships with other local professionals to keep up to date with developments affecting your work.
- Work within the policies and practices of Dementia Jersey and undertake other tasks to promote the charity and support colleagues in their work as needed

Person Specification

Essential Skills & Experience

- Professional experience in a communications role with proven track record of increasing engagement.
- Experience of designing artwork using packages such as photoshop, Canva, Easil or Illustrator.
- Excellent written skills and attention to detail
- Prior experience of designing content for social media
- Confident communicator with excellent interpersonal skills
- Confident, creative and energetic
- Excellent organisation, prioritisation and time management skills including the ability to manage and deliver to strict deadlines
- Ability to work to tight deadlines under one's own initiative, with a can-do attitude
- Ability to work well as part of a team
- Excellent IT skills, ability to use Outlook / Excel / Office 365
- Awareness of data protection & health and safety principals.
- Satisfactory references and DBS check.

Desirable Skills & Experience

- Experience of using a website content management system
- Experience of creating video and multimedia content using packages like iMovie
- Experience of tracking engagement on social media and websites using tools like Facebook Insights and Google Analytics
- Experience of media relations and securing coverage for an organisation
- Knowledge of dementia