

Wessex Heartbeat (WHB)

Job Description

PR & Marketing Officer

REPORTS TO: Fundraising Manager

SECTION: Fundraising

SALARY: £18,000 - £20,000 (depending on experience)

OBJECTIVES: You will need to be an excellent communicator (verbally and written) at all levels, in order to promote and foster the work of WHB through all channels of communication.

RESPONSIBILITIES:

1. Responsible for all WHB Marketing Communications.
2. Negotiating with print and design suppliers.
3. Planning, design & preparation of WHB newsletter (tri-annual), liaising with team to provide you with the necessary information for the newsletter.
4. Effective use of database (logging all marketing communications, pulling off data for communication mail outs/ E-bulletins etc...).
5. Controlling the Photo Library – keeping images up to date and using them accordingly for press releases, website, Face Book etc..
6. Produce all leaflets, posters, flyers & literature for WHB within specified timescales/deadlines.
7. Networking at events on behalf of WHB.
8. Attending Fundraising events as and when required (this may require some evening and weekend work)
9. Liaising with media, publications, external agencies and WHB colleagues as necessary in order to produce professional marketing materials to promote the work of the charity.

10. Liaise with local press to ensure knowledge of and publicity for WBH events etc... as required.
11. Produce a monthly (or more as required) press release for distribution to all local press.
12. Respond to queries from members of the public.
13. Undertake any other activities that may be reasonably required by the Fundraising Manager.
14. Ability to work in accordance with the charities confidentiality policy and philosophical principles.

PERSON SPECIFICATION:

Excellent communication skills both written and verbal

Attention to detail and meticulous

Ability to Prioritise

Self Starter with excellent time management skills

Organised and able to multi-task

Methodical

Flexible

Knowledge of photoshop, Indesign or quark or similar programmes would be an advantage.

Computer literate, must be able to use Word / Excel / Powerpoint / Database

Excellent interpersonal skills

Outgoing personality

Confident

Conscientious

Positive outlook

Enthusiastic

Team Player