



Job Title:	Communications, Digital & Marketing Officer
Salary:	£25,000- £30,000
Responsible to:	Active Communities Operations Managers
Location:	Birmingham City Centre
Hours of Work:	36.5 hours per week Flexible working will be required, to include evenings & weekends

Overview

This post has been created in order to deliver the ambitions of Sport England’s Active Communities Programme. Birmingham and Solihull are one of 12 Local Delivery Pilots across England that are looking at innovative ways to reduce the levels of inactivity in our most disadvantaged communities.

The postholder will be employed by The Active Wellbeing Society (TAWS) which is an independent community benefit society which works with some of the poorest communities in Birmingham & Solihull to improve people’s health and wellbeing through physical activity.

Its mission is to:

Use physical activity, guided by innovation, collaboration and insight, to do the collaborating and development required to create stronger and more resilient communities.

The Active Wellbeing Society is a Community Benefit Society, which means that it is controlled by its membership (users, communities, partners and stakeholders) and cannot distribute any surpluses to outside shareholders. All assets are “locked” for the benefit of the communities that TAWS serves. It has charitable purposes and is treated as a charity by HMRC.

Our comms, digital & marketing officer will promote all aspects of the programme to our communities who don’t traditionally engage with any physical or social activity. This will include managing our crowd platform and arranging campaigns to meet its ambitious growth targets. The active communities project aims to use physical activity, guided by innovation, collaboration and insight, to do the social knitting required to create stronger and more resilient communities.

Main outcomes to be delivered by this role:

1). Responsibilities

- **Communications:** To lead the development of a detailed communications and engagement plan for Active Communities applicable across multiple work-streams and capturing information transfer requirements at all levels. You will be required to work with our comms partners at Solihull Council, Sport England and National Lottery. Plan must also include regular communications to stakeholder group, sub working groups, etc.
- **Partnership:** Develop and manage community partners to grow crowd and trial face to face snowball methods. Work with the team to support community partners to sign up to the crowd and populate with their own content

- **Marketing:** Creative & design production and editorial duties, producing high-quality, innovative written & design material including researching, copywriting, editing, proof-reading, development of documents. Developing content for websites, crowd platform, social media, CRM campaigns and other channels; to convey key messages to target audiences.
- **Digital engagement:** Use social marketing and crowd online tools to promote the local programme and increase active participation, focusing particularly on those in the most deprived communities. Meet KPI's for increasing membership and engagement rates across all platforms.
- **Video/Photography:** Create and curate project videos as part of the digital content and case study collation as part of our process learning. When required to visit projects and events and capture images with the required release permissions and catalogue.
- **Training:** train the team, staff and volunteers on how to use social media and crowd platform tools.
- **Research:** engage and bring together the programmes target audience to extend community reach
- **Coordination:** of staff and volunteers required to deliver campaigns and events linked to communication and crowd growth activities and campaigns.
- **Resources:** Ensure all work/projects are monitored and evaluated and all budgets managed effectively. Manage all service contracts/delivery. Ensure all work is compliant in terms of TAWS policies/procedures and relevant legislation (Data protection/GDPR).
- **Design:** a range of items for promotional use as requested by workstream senior responsible officers. Producing a suit of templates to be used by communities, activators and local community action officers/networks to support activity promotion.
- **Teamwork:** To work within the team and the wider organisation to support the values of the organisation and to ensure that citizens are central to the work that is being delivered.

2). Knowledge/experience, skills and abilities

Knowledge/experience

- Experience in community engagement comms and digital engagement.
- Positive, fun and friendly communication style – using 'out the box' thinking and trying new engagement methods. Evidence of having a creative and innovative approach to 'doing things differently'.
- Significant experience of campaign design, development and management including digital, event face to face snowball growth of a membership model, and social media marketing.
- Experience of mail campaigns and the use of customer profiles, tracking and evaluating engagement methods.

Skills

- Advanced production and design skills with significant attention to detail.
- Confident in the use of online platforms, basic programming/development needs and working closely with digital service providers to test and maintain API's.
- Significant photography, filming, editing and production skills.
- Ability to prepare and present interpretive material/information.

Abilities

- Effective organisational and administrative skills using both manual and digital systems.
- Demonstrate confidence, energy and ability to enthuse and motivate people with the tone of content produced. Strong internal and external customer service delivery.
- Ability to manage own workload and plan, prioritise, achieve targets and deliver to deadlines.
- Seek opportunities to communicate with all our stakeholders regularly and support local groups to communicate with the target audiences.

Additions

- Must have a flexible approach to work to meet deadlines and support weekend and evening events across Birmingham & Solihull when the programme requires.
- An understanding of a Community Benefit Society.