

## The Active Wellbeing Society (TAWS)

Job Title:	Digital Communications Officer
Salary:	£25,000 - £30,000
Responsible to:	Marketing Manager
Location:	Digbeth, 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 use surpluses to anything other than community benefit. 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.

The Society was developed out of the successful Wellbeing Service set up by Birmingham City Council in June 2015 and is a public service mutual. It has a track record of innovation, collaboration, citizen engagement and successful delivery, within the Council, and by going independent in 2018, TAWS was able to build on this foundation and unlock new sources of funding to support its further growth and development.

**As a Communications Officer, you will contribute to and organise a range of integrated marketing campaigns to promote our projects, services and ideas. You will be working closely with our marketing team to develop our digital presence, raise the profile of our interventions and create content that drives the expansion of our consumer base.**

You will be a talented and experienced content creator that will play a key role in expanding our company's digital footprint, followers and end users. Typical daily activities in this role include content writing, producing creative materials, engaging social media followers, liaising with suppliers and managing web platforms.

This role requires a high level of creativity, attention to detail and in-depth knowledge of emerging marketing trends. We would also like you to know the best ways of engaging with a range of different audiences to effectively tell our

story. This includes an understanding of engaging with and working with the least heard voices, and those from deprived communities.

## **Main outcomes to be delivered by this role:**

### **1). Responsibilities**

- **Communications:** To lead the implementation of an integrated communications and engagement plan for several interventions and work-streams. This includes planning, preparing and delivering a range of targeted marketing activities whilst ensuring all content is clear and easy to understand, using plain English and to be tailored to the appropriate audiences.
- **Partnership:** Develop and manage community partners to grow our digital platforms and trial face to face engagement methods. Work with wider team to support community partners, becoming the main point of contact for signups to our digital platforms and supporting partners to populate their content on our systems.
- **Design:** Create & design marketing materials, producing high-quality, innovative written & visual material including researching, copywriting, editing, proof-reading, development of documents. Develop content for websites, digital platforms, social media, email campaigns and other channels; to convey key messages to target audiences. This includes production and management of visual content such as graphics, infographics and video.
- **Digital engagement:** Use social marketing and online tools to promote projects 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. This includes development of our digital platforms, proactively seeking opportunities to build and engage our audiences and networks.
- **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, visit projects and events to capture images with the required release permissions and catalogue.
- **Training:** Train the team, staff and volunteers on how to use social media and digital platforms to support marketing goals and objectives.
- **Research:** Engage and bring together the programmes target audience to learn and develop key messages/campaigns to extend community reach
- **Community:** Work with communities to co-create content and campaigns that address their issues and amplify their successes.
- **Coordination:** of staff and volunteers required to deliver campaigns and events linked to communication and community 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).
- **Campaigns and Events:** Develop packages of digital and physical campaign resources 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. Identify and resolve any issues with promotional content in a timely and professional manner.
- **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**

- At least 2-3 years' experience in a communications or marketing team, including successfully working on integrated marketing campaigns.
- Experience in community engagement communications and digital engagement.
- Clear experience in developing and managing bespoke and out the box digital platforms, content management systems and CRM systems.
- 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 working with senior internal and external stakeholders, agencies, suppliers and community organisations.
- Experience of website development, social media, e-mail and other digital campaigns and the use of customer profiles, tracking and knowledge of digital analytics tools.

### **Skills**

- Advanced production and design skills with significant attention to detail.
- Excellent writing, editing and proof-reading skills
- 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 in a creative and innovative approach to a range of audiences.

### **Abilities**

- A 'can do' attitude and the ability to work in a fast-paced environment, frequently under pressure to resolve key challenges.
- Effective organisational and administrative skills using both manual and digital systems.
- Ability to communicate key messages and information in a clear, accessible style
- 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 work flexibly and independently, as well as part of a team, managing a varied workload whilst prioritising and achieving targets and deliver 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.
- Experience of working in Community Benefit Society, charity or public sector (desirable).

