

Role: Marketing and Communications Officer

Location: Exeter

Reporting to: Engagement and Partnerships Manager

Salary: £25,000 per annum

Hours: Full time, 37 hours per week

Duration: 12 months fixed term

Job Purpose

The purpose of the role is to promote the work of SWGfL and our mission to support schools, agencies and families to affect lasting change with the safe and secure use of technology.

SWGfL are a charitable trust dedicated to empowering the safe and secure use of technology through innovative services, tools, content and policy, all over the world. We have a global reputation in online safety, shaping curriculums in the UK and beyond for over 15 years. We are proud to be a world leader in online child safety, a founding member of the UK Council for Child Internet Safety as well as an advisor to Governments and the lead partner in the UK Safer Internet Centre.

Responsibilities

The post holder will be responsible for managing SWGfL's communications, marketing and media including:

- Preparation and implementation of the communications and marketing strategy of SWGfL supported by a team of highly-experienced professionals
- Communications support for programmes, projects, products, services and activities implemented by the SWGfL such as the UK Safer Internet Centre and SELMA
- Development of the internal and external communications strategy and promotional campaigns such as Safer Internet Day
- Supporting the development and maintenance of relationships with the media and be the primary contact

- Developing, exploring and managing communication channels including official website and social media accounts
- Keeping pace with current trends, initiatives, research, compliance and legislation associated with data protection, security and privacy issues
- Preparation of regular and ad-hoc analysis and evaluation, including market reports
- Drafting of media articles including press releases, blogs, and newsletters
- Liaising with members of the UK Safer Internet Centre team, consortium partners, SWGfL Team, Stakeholders, Professional Associations, Service Providers, European Commission, Insafe and media contacts.

Professional skills and experience

- Relevant experience in a marketing and communications role
- An excellent story teller, writer and communicator who can work closely with our team to raise the profile of our charity and deliver innovative campaigns
- Strong digital skills and the ability to learn new skills quickly
- Confident managing our social media channels and using a range of online tools for web editing and design, database management, analytics and content creation
- Experience of collaborating with media and external partners.
- Understanding of the charity landscape in the UK
- Knowledge of Google Analytics and Google Ads; preferably Mailchimp, Salesforce, SharePoint and basic understanding of SEO
- The ability to juggle overlapping priorities, and use initiative and problem solving to resolve issues
- Creative thinking despite the need to work to tight deadlines
- Interest in brand management and marketing.

Personal skills and qualities

- Creative, self-sufficient, performing well under pressure and short time frames
- Interest in current trends in internet safety and children's use of digital technology
- Positive and solution-focused mindset

Knowledge and Skills

Key tasks include:

- Developing and implementing effective and innovative communication strategies for key projects and resource launches, and to engage our key audiences on an ongoing basis.
- Day to day responsibility for the content updates on the SWGfL and UK Safer Internet Centre websites, including blogs and Google Ad Words.
- Coordinating mass mailings, including newsletters and other promotional direct mailings.
- Maintaining our database of key stakeholders, funders and marketing leads.
- Day to day responsibility for implementing the social media strategy and activities of both SWGfL and the UK Safer Internet Centre including Facebook, Twitter, YouTube and Instagram
- Reinforcing the SWGfL and UKSIC brands both internally and externally.
- Keeping up to date with the issues and concerns of users of digital technology.
- Helping to respond to media enquiries, drafting press releases and developing media stories, as well as maintaining a record of press coverage.
- Representing and speaking on behalf of SWGfL at events and networking opportunities.
- Monitoring and evaluating the success of communication strategies and uptake of resources

Key Dimensions

Experience in:

- Understanding the principles of marketing strategies
- Devising and implementing communication plans
- Managing social media platforms (including Facebook, Twitter, Instagram, YouTube and LinkedIn) and using tools to schedule, monitor and evaluate activity
- Ability to liaise with a wide range of stakeholders
- Excellent written and interpersonal communication s skills
- Innovation and resourcefulness

Work Environment

- Work is mostly office based at the SWGfL Regional Office with – some travel across the UK and Europe as necessary
- You will be required to devote whatever additional hours are reasonably required or reasonably necessary for the proper performance of your job
- A friendly and diverse team environment

Person Specification

Attributes	Experience / skill	Essential / Desirable	Means of Evaluation
Education & Training Experience	GCSE Maths and English or equivalent	Essential	Appl/Interview
	Educated to A Level or Equivalent	Desirable	Appl/Interview
	Educated to Degree Level or Equivalent	Desirable	Appl/Interview
	Strong digital skills	Essential	Appl/Interview
Knowledge & Skills	Experience of communications in a busy charity or community sector organisation.	Desirable	Appl/Interview
	Experience of creating or implementing marketing plans and activities.	Essential	Appl/Interview
	Experience using Content Management Systems (preferably Drupal or Wordpress), with familiarity with other web tools such as Google Analytics and Google AdWords.	Essential	Appl/Interview
Communication & Interpersonal	Ability to communicate and work effectively, verbally, in writing and face-to-face	Essential	Appl/Interview
	Excellent interpersonal skills including confidentiality and sensitivity	Essential	Appl/Interview
	Ability to work as part of a team and develop effective, supportive and respective relationships with colleagues at all levels	Essential	Appl/Interview

Personal Qualities	Tenacity – to own issues until resolved	Essential	Appl/Interview
	Ability to work accurately under pressure (to meet deadlines, etc), demonstrating a logical and methodical approach to dealing with workloads.	Essential	Appl/Interview
	Initiative – ability to take the lead and put forward ideas and solutions	Essential	Appl/Interview