

## JOB DESCRIPTION

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|-------------------------|-------------------------------------------------------|
| <b>JOB TITLE:</b>       | <b>Marketing &amp; Communications Officer (Place)</b> |
| <b>SALARY:</b>          | £25,081 - £26,008                                     |
| <b>TERM:</b>            | Fixed-Term (2 years - then subject to funding)        |
| <b>LOCATION:</b>        | SASP Office & Remote                                  |
| <b>HOURS OF WORK:</b>   | 37                                                    |
| <b>RESPONSIBLE FOR:</b> | N/A                                                   |
| <b>RESPONSIBLE TO:</b>  | Strategic Communications Manager                      |

### Main Purpose of the Job

This new post is part of our place expansion programme and is an exciting opportunity to lead and deliver place-based marketing and communications activity that supports local partnerships, delivery plans and community engagement across Somerset.

The role will focus primarily on the Somerset Coastal Place Partnership (Porlock to Burnham-on-Sea, including Bridgwater) and Yeovil place-based work, helping to raise awareness, build engagement, support behaviour change and demonstrate the impact of local initiatives that improve physical activity, health and wellbeing.

Working closely with local partners, communities and delivery teams, the postholder will plan and deliver targeted communications campaigns, stakeholder communications and storytelling activity that strengthens local collaboration and showcases impact.

### Summary of Responsibilities and Key Duties of the Job

#### Place-Based Communications

- Lead marketing and communications support for the Somerset Coastal Place Partnership and Yeovil locality work.
- Develop and implement place-based communications plans aligned to local delivery priorities.
- Deliver coordinated communications activity that supports local action plans, programmes and community initiatives.
- Ensure communications activity reflects the needs, assets and strengths of local communities.

#### Marketing Campaigns and Community Engagement

- Develop and deliver integrated marketing campaigns that increase awareness, participation and engagement.
- Lead consumer communications that support behaviour change, community participation and local campaigns.
- Support the promotion of community activity programmes, local events and initiatives.
- Work with partners to improve the reach and effectiveness of communications across priority communities.

#### Partner and Stakeholder Communications

- Manage communications for Oversight Groups, Locality Teams, Locally Trusted Organisation's (LTOs) and place-based partners.

- Produce partner updates, newsletters, briefings and stakeholder communications.
- Support communications with system partners, community organisations, local authorities, health partners and elected representatives.
- Build positive relationships with partners and provide communications advice and support where required.

#### **Storytelling and Impact**

- Identify, develop and promote local stories, case studies and impact content.
- Capture and showcase stories from communities, partners and participants through articles, photography, film and digital content.
- Support the production of impact reports, videos and campaign materials that demonstrate programme outcomes.
- Gather content from events, projects and community activities to evidence impact and learning.

#### **Digital Communications**

- Manage and update place-based web content and digital resources.
- Create and deliver engaging content for social media, newsletters, websites, blogs and media opportunities.
- Support the development of digital campaigns, toolkits and community resources.
- Maintain brand consistency across all place-based communications activity.

#### **Adult Programme Communications**

- Lead communications activity for SASP's Adult programmes, ensuring alignment with organisational objectives and communications priorities.
- Coordinate communications plans and campaigns that support adult participation, health improvement and behaviour change outcomes.

#### **Monitoring and Evaluation**

- Monitor and evaluate communications activity, providing regular reporting and insights.
- Use audience data and feedback to improve campaign performance and community engagement.
- Contribute to organisational communications planning and continuous improvement.

#### **Other Responsibilities**

- Represent SASP at meetings, events and partnership groups when required.
- Undertake other duties appropriate to the role as directed by the Strategic Communications Manager.

### **General Information**

All work performed/duties undertaken must be carried out in accordance with relevant SASP policies and procedures, within legislation, and regarding the needs of our customers and the diverse community we serve.

## PERSON SPECIFICATION

| <b>Qualifications</b>                                                                                                     |           |
|---------------------------------------------------------------------------------------------------------------------------|-----------|
| Relevant qualification in Marketing, Communications, Public Relations, Journalism, Digital Media or a related discipline. | Essential |
| Evidence of continuing professional development relevant to marketing and communications.                                 | Essential |
| Valid driving licence, access to car and business insurance                                                               | Essential |
| <b>Knowledge</b>                                                                                                          |           |
| Knowledge of marketing and communications principles and best practice.                                                   | Essential |
| Understanding of digital communications, social media and content marketing.                                              | Essential |
| Knowledge of stakeholder engagement and partnership working.                                                              | Essential |
| Understanding of brand management and maintaining consistent messaging.                                                   | Essential |
| Awareness of the importance of inclusive and accessible communications.                                                   | Essential |
| Knowledge of place-based approaches and community development.                                                            | Desirable |
| Understanding of behaviour change communications and public engagement.                                                   | Desirable |
| Knowledge of issues relating to physical activity, health and wellbeing.                                                  | Desirable |
| Understanding of local government, health, voluntary and community sector partnerships.                                   | Desirable |
| <b>Skills and Abilities</b>                                                                                               |           |
| Excellent written communication skills with the ability to adapt content for different audiences and channels.            | Essential |
| Strong verbal communication and presentation skills.                                                                      | Essential |
| Ability to create engaging digital, social media and marketing content.                                                   | Essential |
| Ability to develop and deliver communications and marketing campaigns.                                                    | Essential |
| Strong organisational and project management skills.                                                                      | Essential |
| Ability to manage multiple priorities and meet deadlines.                                                                 | Essential |
| Ability to build positive relationships with a wide range of partners and stakeholders.                                   | Essential |

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|---------------------------------------------------------------------------------------------------------------------------|-----------|
| Competent in using digital communication platforms, website content management systems and Microsoft Office applications. | Essential |
| Ability to evaluate communications activity and use data and insight to inform future activity.                           | Essential |
| A commitment to equality and diversity in working practices, with the ability to embed this across all aspects of work.   | Essential |
| Ability to capture and develop case studies, photography and video content.                                               | Desirable |
| Experience using email marketing platforms, CRM systems and design software.                                              | Desirable |
| Understanding of analytics and performance reporting tools.                                                               | Desirable |
| <b>Experience</b>                                                                                                         |           |
| Experience working in a marketing, communications, engagement or public relations role.                                   | Essential |
| Experience managing social media channels and creating digital content.                                                   | Essential |
| Experience working with multiple stakeholders and partners.                                                               | Essential |
| Experience writing and editing content for a range of audiences and channels.                                             | Essential |
| Experience working within the public sector, health sector, local government, charity or community-based organisations.   | Desirable |
| Experience supporting place-based, neighbourhood or community programmes.                                                 | Desirable |
| Experience delivering behaviour change, health improvement or participation campaigns.                                    | Desirable |
| <b>Work-related Personal Qualities</b>                                                                                    |           |
| Excellent communicator, capable of generating enthusiasm with a positive approach.                                        | Essential |
| Able to inspire confidence in others.                                                                                     | Essential |
| Driven and committed to deliver results and succeed.                                                                      | Essential |
| Able to generate and progress new opportunities, working both independently and as part of a team                         | Essential |