



Job Title	Marketing and Communications Manager
Department	Fundraising and Community Engagement
Reporting to	Head of Fundraising and Community Engagement
Hours	37.5 hours Monday to Friday
Annual Leave	25 days plus bank holidays
Location	Community House, visits to all sites, agreed flexible home working
Probationary Period	Six months
Conditions of employment	As contained in staff contract and NOAH Enterprise's Statement of Terms and Conditions of Employment and Staff Handbook.
Main role and purpose of position	<p>To raise awareness and develop all brands and services of NOAH Enterprise through a mix of traditional and digital marketing.</p> <p>Implementing and managing the construction, content, and regular updates of NOAH's online platforms, including website, social media, and email marketing campaigns.</p> <p>To use digital channels innovatively and effectively to drive effective service and information delivery, and drive engagement with supporters and partners.</p> <p>Copywriting to create documents, literature, case studies and press releases.</p> <p>Design skills utilised for the creation of marketing materials.</p> <p>Developing the website, and maximising its potential.</p> <p>Key internal relationships: Head of Fundraising & Community Engagement, CEO, Senior Operations Manager, Head of Training & Employment and head of Welfare Services. Fundraising and Community Engagement Team</p>
Main duties and responsibilities	<p>Strategy & development</p> <ul style="list-style-type: none">• Lead the delivery of the Marketing and Communications Strategy to raise NOAH's profile and reach across Beds, Bucks, & Herts.• Safeguard the reputation and brand of the charity.• Set and monitors KPIs and provides monthly and quarterly progress reports to internal stakeholders. <p>Marketing and Communications</p> <ul style="list-style-type: none">• Leads the planning, delivery and evaluation of multi-media marketing campaigns that support charity objectives, including promotional activities across a wide range of channel mix



including website, video, content marketing via social media and blogs, newsletters, PR and media relations, events and email marketing

- Leads the development of digital and print materials to support all areas of the charity such as annual report, quarterly newsletter, general advertising
- Responsible for development of social media strategy in line with charity goals, including managing content planner.
- Manages social media channels on a day-to-day basis (Twitter, Instagram, Facebook, LinkedIn, TikTok), ensuring there is engaging and inclusive content, using social media tools such as Hootsuite, and responding to queries, as necessary.
- Leads the development and up-keep of the website (Wordpress)
- Creates event briefing notes for senior management team to maximise networking opportunities and protect reputation.
- Seeks opportunities for case studies and interviews clients and service users, as necessary.

Press and media

- Liaises with local and national press including creating press releases and arranging radio interviews
- Maintains good relations with local and national press and media to support the positive raising of NOAH' profile.

Community Engagement

- Supports with the creation, implementation and delivery of the community engagement strategy.
- Seeks out awareness opportunities within the community and books space accordingly.
- Attends events and awareness days as required.

Stakeholder management

- Manages the relationship and co-production with 3rd party marketing agencies.
- Manages and maximising relationships with partner organisations other stakeholders to create opportunities for collaboration and growth.
- Communicating and engaging with key audiences across a range of channels.
- Develop relationships with potential consumers to turn prospects into commercial relationships, and then manage those accounts to the satisfaction of both parties.

Working autonomously and collaboratively with multiple teams to continuously improve our digital presence.

Supporting Social Enterprise ventures, work within Social Enterprises that relate to marketing.

Deputise for the Head of Fundraising and Community Engagement in their absence.



Qualifications and experience	<p>GCSE Maths and English at grade C or above.</p> <p>Qualification in either Digital Marketing, Social Media Marketing, Journalism, Communications or similar.</p> <p>Demonstrable experience in creating content for social media, digital marketing, social media management or similar. Experience of Adobe packages and Canva.</p> <p>Good level of technical knowledge and experience of relevant platforms – Facebook, Instagram, Twitter, LinkedIn, TikTok, WordPress.</p> <p>Experience in responding to enquiries, comments, and feedback on social media, protecting NOAH's reputation, escalating to other departments when appropriate.</p> <p>Knowledge and experience of the optimisation of social media channels, primarily Facebook, Instagram, and Twitter.</p> <p>Demonstrable experience maintaining, updating, and managing a website using WordPress.</p> <p>A good understanding of GDPR, and laws and legislation associated to marketing.</p>
General	<ul style="list-style-type: none">• Act as a representative of NOAH Enterprise always and in a manner befitting the organisation• Take a responsible approach to your personal development – manage and update own skills base to ensure quality service delivery and engage fully with all training offered• Take a flexible approach to working hours (within scope of the agreed working week), with ability to work evenings or weekends on occasion• Regular travel will be required across Bedfordshire, Buckinghamshire, and Hertfordshire, and potentially across the UK. This will include meetings, seminars, and training sessions both on and off NOAH Enterprise premises.• The post holder may from time to time be asked to undertake other duties as specified by the line manager. Permanent changes to the job description will only be made in negotiation with the post holder
NOAH policies and equal opportunities	<p>All duties to be carried out in accordance with the policies and procedures of NOAH Enterprise, including the Equal Opportunities policy</p>
Values and ethos	<p>NOAH is a charity that helps people experiencing homelessness, extreme poverty, and other disadvantages to make positive changes in their lives. We do this by providing care and advice services, training and wellbeing workshops, and opportunities for employment.</p> <p>We are truly driven by our values of Care, Compassion, and Commitment, which have their roots in the teachings of Saint Vincent de Paul, whose life was the inspiration behind the founding of NOAH.</p>



	We are a Living Wage Foundation Employer and are committed to promoting wellbeing and a work-life balance amongst our staff.
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NOAH is committed to safeguarding and ensuring the welfare of children, young people and vulnerable adults and expects all employees and volunteers to share this commitment. The suitability of all prospective employees or volunteers will be assessed during the recruitment process in line with this commitment and our Safeguarding Policy and Procedure.