



Race Equality First

Job Description

Marketing & Communications Manager

Job Title:	Marketing & Communications Manager
Location:	Cardiff & remote (with requirement to spend an agreed amount of time in the REF office in Cardiff)
Salary:	£30,000 per annum
Hours:	Full Time (37 hours p/wk)
Reporting to:	Chief Executive Officer
Holidays:	28 Days per annum
Purpose of Role:	To design and deliver a year-round marketing and communications plan that: increases awareness of the work that we do; attracts new beneficiaries to our projects; increases attendance at our events and interacts with the public on our busy social media platforms.

MAIN DUTIES

- 1 To plan and manage Race Equality First's communications strategy.
- 2 To create and manage campaigns that raise awareness of Race Equality First and the work that we do locally and nationally.
- 3 To be responsible for Race Equality First's external communication channels - all social media (Twitter, Facebook, Instagram etc), maintaining website, news releases, leaflets, posters, publicity information, promoting the organisation at external events.
- 4 Daily active social media community management and day-to-day social media posting, ensuring it has a vibrant and active presence.
- 5 To explore and create new publicity and promotion sources, materials and methods for REF and its projects and services.
- 6 To assist in arranging, overseeing and promoting Race Equality First (REF) events & campaigns, in particular:
 - a) AGM
 - b) Schools against Racism Calendar & Poster Competition

c) International Day for the Elimination of Racism

- 7 To assist REF staff & the CEO with the production of written communications in terms of drafting, copy writing, editing, design, including: REF's Annual Report, training materials, power point presentations.
- 8 To maintain the website, ensuring the content is regularly updated and that it continues to meet the needs of Race Equality First and our participants across the country.
- 9 To manage and promote a Race Equality First podcast.
- 10 To work with our beneficiaries and participants to share their stories, case studies and quotes on social media, blogs, YouTube and in the media.
- 11 To use digital analytics to help Race Equality First make informed communications decisions e.g. Google Analytics.
- 12 To work with press and media: sending out press release for Welsh and UK national press, highlighting any REF campaigns, research findings or new projects; research and contact journalists who frequently write or report on issues regarding hate crime and discrimination, ensuring Race Equality First is top of the list for any comment opportunities.
- 13 To support the Organisation with photo-shoots and filming.
- 14 To attend Race Equality First events and ensure good quality photographs are taken of staff & all REF events & posted on all social media channels, REF website and all publications for maximum publicity and promotion.

GENERAL DUTIES

1. To maintain high standards of customer care, treating members of the public and partner agencies with sensitivity and respect.
2. To ensure that all required information is kept confidential and maintain discretion on sensitive issues.
3. To undertake relevant training as necessary to enhance personal skills and professional development.
4. To undertake other duties as may be reasonably requested by the CEO.

EQUAL OPPORTUNITIES

Race Equality First is fully committed to the active promotion of equal opportunities as an employer, and in the provision of all its services. It is the responsibility of every member of staff to ensure the practical application of this policy.

HEALTH & SAFETY

Under the Health & Safety at Work Act, all employees are required to maintain awareness of own and others' Health and Safety and comply with Race Equality First's Health and Safety Policy and procedures.

Person Specification

The successful candidate will have the following:

- 1 A wide range of communications and/or marketing experience at both a 'grassroots'/local community and national level.
- 2 The ability to communicate effectively with a wide range of people e.g volunteers, press, media and stakeholders.
- 3 An ability to create and implement innovative marketing and engagement campaigns.
- 4 Experience of running social media channels: Facebook, Instagram, Twitter and LinkedIn.
- 5 Experience of planning and delivering national and local press/media campaigns and/or managing a press agency.
- 6 Experience of website content management systems.
- 7 Knowledge and experience of print production, digital campaigns, e-marketing and online social networking.
- 8 Team worker with excellent communication skills and the ability to both establish good working relationships and to support and cooperate with others.
- 9 Ability to work effectively under pressure.
- 10 A good eye for design.
- 11 Outstanding communication skills, both verbal and written, and of copywriting and proof reading and the ability to tailor messages to different audiences
- 12 An understanding and awareness of Data Protection regulations.
- 13 An understanding of the cultural / community sector and Fun Palaces place within it.