**JOB DESCRIPTION**

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| **Job details** | |
| Job Title: | Marketing & Communications Officer |
| Salary: | £24,000 - £29,000 |
| Hours/Contract: | 37.5 per week working daily Monday - Friday |
| Department: | Corporate |
| Managerial Accountable to: | Head of Marketing & Communications |
| Location: | Truro, hybrid |

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| **Job Summary / purpose** | |
| **Overview of the Role**  We are looking for a creative Marketing and Communications Officer to support the delivery of activity across Kernow Health CIC, including day-to-day content, digital channels, and internal communications for Kernow Health CIC.  This includes helping to manage key communication channels (website, SharePoint, social media), creating accessible and engaging content for internal and external audiences and contributing to data analysis and reporting  This is an ideal role for someone with 1–2 years of experience in communications or marketing, who is confident managing multiple tasks, understands social media marketing and would enjoy working independently for a small, busy team.  This role will help maintain momentum on operational communications tasks and enable the Head of Marketing and Communications to focus on strategic priorities. | |
| **Primary duties and responsibilities** | |
| **Channel Management**   * Provide regular updates to the Kernow Health CIC website and SharePoint sites * Schedule, monitor and respond to content on social media platforms * Support the distribution of internal comms via tools such as email, newsletters etc   **Content Creation**   * Draft, edit, and publish engaging written content including blogs, newsletters, and social media posts * Design graphics using Canva for posts, campaigns and event support * Ensure all content aligns with brand tone, messaging, and visual guidelines   **Internal Communications**   * Assist with the production of internal newsletters and updates * Support internal campaigns and engagement initiatives * Help collate and share key messages from the Executive Team and across directorates   **Performance and Data Insight**   * Track and report on campaign performance and channel metrics (e.g. email, website, and social media analytics) * Assist with A/B testing and analysing data to optimise efforts * Utilise and maintain simple dashboards and reports for internal use   **General**   * All employees and teams are expected to:   - Respect each other and be courteous and sensitive to everyone’s needs and concerns  - Be accountable for your work  - Be flexible about job and task assignments  - Be willing to help each other instead of displaying an “it’s not my job” attitude  - Ask for help when needed  - Work safely together  - Be open to constructive feedback without being defensive or negative  - Be self-motivated and reliable  - Share ideas for improvement  - Be cheerful, positive, and encouraging to other team members   * Actively contribute to the Organisation’s values and behaviours ensuring that relevant processes are open and transparent and encourage the confidence of staff, patients, partner organisations, the public and other agencies. * Promote a positive organisational image. * Promote own personal and others health, safety, and security, taking the appropriate action to report risk in accordance with policy. * Ensure that equipment and resources are managed effectively to reduce waste and promote cost efficiency. * Ensure the safe keeping and maintenance of equipment in accordance with policy, reporting defect or loss. * Maintain personal development to meet the changing demands of the job, participate in an annual appraisal and appropriate training activities. * Ensure compliance with all Kernow Health CIC statutory and mandatory training requirements, policies and protocols. * Take appropriate responsibility to ensure that your objectives are aligned with the core team and organisational objectives. * To demonstrate agility through adapting to the needs of the organisation by working flexibly in response to changing organisational requirements and priorities. * You will be expected to carry out any other duties that may reasonably be required in line with your main duties, as directed by your line manager. | |
| **Freedom to act** | |
| The post holder is expected to be able to work under their own autonomy delivering against the outlined duties and responsibilities but within a team environment. The team has agreed goals and deliverables which must be undertaken in a timely way against clear specifications. | |
| **Working conditions / effort** | |
| * A mix of working from home and office * Long term VDU/laptop use * Mental Effort (concentration, dealing with interruptions, need to meet deadlines) * Emotional Effort (exposure to distressing/emotionally demanding situations) * Travel requirements. | |
| **Values** | |
| Our shared values guide our actions and describe how we behave and how we make our business decisions, and we expect all employees to demonstrate its Values as follows:   * We have***Integrity***. We will be real, honest and authentic. * We are ***Ambitious***. We will seek new opportunities and not afraid to push boundaries. * We will be ***Responsive***. We will be proactive and responsive to our own and partner needs now and in the future. * We are ***Reliable***. We will be the trusted partner and for partners to know that we will deliver what we say we will. * We will be ***Creative***. We will look at different ways of working in the present and the future * We will always be***Professional***. Everything we do, we will do it well. We have high quality standards in all that we seek to achieve | |
| **Corporate requirements and Responsibilities** |
| **General**  **Confidentiality:** In line with the Data Protection Act 1998 and general data protection regulations and the Caldicott Principles of Confidentiality, the post holder will be expected to maintain confidentiality as outlined in the contract of employment. This legal duty of confidentiality continues to apply after an employee has left Kernow Health CIC. The post holder may access information only on a need-to-know basis in the direct discharge of duties and divulge information only in the proper course of duties.  **Health and Safety:** The post holder is required to ensure health and safety duties and requirements are complied with. It is the post holder’s personal responsibility to conform to procedures, rules and codes of practice. All staff have a responsibility to access Occupational Health and other support in times of need and advice.  **Risk Management:** The post holder will be required to comply with Kernow Health CIC’s Health and Safety Policy and actively participate in this process, having responsibility for managing risks and reporting exceptions.  **Safeguarding Children and Adults:**  Kernow Health CIC is committed to safeguarding children and adults and therefore all staff must attend/ complete the required level of safeguarding children and adults training.  **No Smoking:** To give all patients, visitors and staff the best chance to be healthy, all Kernow Health premises and grounds are smoke free.  **Equality and Diversity:** All staff have a personal responsibility under the Equality Act 2010 to ensure they do not discriminate, harass, or bully or contribute to the discrimination, harassment or bullying of any colleague(s) or visitors or condone discrimination or bullying by others. The post holder will be responsible for promoting diversity and equality of opportunity across all areas of your work. This applies to service delivery as an employee and for anyone who you may be working with. You will be made aware of your responsibilities to uphold organisational policies and principles on the promotion of equality valuing diversity and respecting people’s human rights as part of your everyday practice.  **Please note:**  Rehabilitation of Offenders Act  This post is exempt from the Rehabilitation of Offenders Act 1974. Should you be offered the post it will be subject to a DBS check from the Disclosure and Barring Service (DBS) before the appointment is confirmed. This will include details of cautions, reprimands, final warnings, as well as convictions. |

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| **PERSON SPECIFICATION** | | | |
| Post: | **Marketing and Communications Officer** | | |
| All requirements listed in this specification are ‘Essential’ to the post unless indicated otherwise and will be assessed during the selection and interview process. | | | |
| ***Education / Qualifications and Relevant Experience*** | | **Essential** | **Desirable** |
| 1–2 years’ experience in a digital marketing or communications role | | x |  |
| Experience of using digital tools for content creation, analytics and scheduling such as (but not limited to) Buffer, Canva, Mailchimp, Google Looker studio, CapCut, GA4 etc | | x |  |
| Familiarity with social media platforms and analytics tools | | x |  |
| Experience in the healthcare, public, or not-for-profit sector is an advantage, but is not essential | |  | x |
| ***Skills and Abilities*** | | **Essential** | **Desirable** |
| Confidence in social media marketing | | x |  |
| Ability to communicate clearly and concisely to a range of audiences | | x |  |
| Strong copywriting and editing skills | | x |  |
| Good visual design skills (e.g. Canva or Adobe Express) | | x |  |
| Confidence using Microsoft 365 | |  | x |
| Ability to collect, monitor and report on communication activity and engagement | | x |  |
| Comfortable working independently under guidance and within deadlines | | x |  |
| Strong organisational and time management skills | | x |  |
| ***Personal Qualities*** | | **Essential** | **Desirable** |
| Proactive and flexible, willing to adapt to a range of projects | | x |  |
| Creative thinker with a problem-solving mindset  Commitment to accuracy, attention to detail and confidentiality | | x |  |
| Collaborative, with good interpersonal skills and the ability to work with teams across the organisation | | x |  |
| Enthusiasm for healthcare communications | |  | x |
| ***Other*** | | **Essential** | **Desirable** |
| Based in or able to commute to the Truro office | | x |  |

**The attached job description has been agreed by the post holder(s), where appropriate, as an accurate reflection of the roles and responsibilities of the post.**

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| Postholder Name: |  |
| Postholder Signature: |  |
| Date: |  |

**The attached job description has been agreed by the line manager.**

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| Line Manager’s Name: |  |
| Line Manager’s Signature: |  |
| Date: |  |