

Communications & Campaigns Officer

We are recruiting an experienced communication and campaigns officer to join Equal Care, helping us to engage our existing community and attract others to join us.

Your role is to help Equal Care's internal and external communications to be responsive, informative and accessible to our existing and prospective community members. This includes people looking for support, care and support workers, volunteers and investor members.

You will be responsible for shaping our overall approach to marketing and communications, paying deep attention to the needs of all our stakeholders. You will drive our social media strategy and planning, our recruitment communications with prospective care and support workers and support our communications with prospective and current investor members. Your first focus for this role will be to support the marketing for our recruitment campaign, followed by a focus on publicising Equal Care's second community share offer.

The basics

Salary	£24,000 - £28,000 dependent on experience and qualifications
Full-time or part-time?	Full-time (flexible working is fine and part-time will be considered for the right candidate)
Job share allowed?	Yes
Benefits	30 days holiday (bank holidays inclusive), 4.5% employer pension contribution and interest-free loan up to £1,500pa. Cycle to work scheme and electric vehicle scheme.
Where is it?	You can work remotely if you prefer or choose to have your place of work at either of our offices (Hebden Bridge or Finsbury Park). You can be based anywhere in the country.
Do I need a car?	No
Circle Roles	You may be nominated into these as part of your work.

What you'll be doing

Make our marketing and communications strategy happen

- Working closely with Equal Care's Strategy Lead, develop and deliver creative marketing and communication strategies, plans and approaches to help Equal Care attract funding and investment and to recruit new care and support workers
- Plan the marketing and communications strategies for different audiences.
- Work with the core team and Equal Care community to put the strategy into practice
- Ensure that Equal Care's brand is advertised and used correctly
- Plan and implement data analysis and marketing/communications metrics to ensure that Equal Care is communicating effectively and acting within our overall ethos, values and purpose.
- Synthesise and share the learning from previous campaigns, surveys and conversations

Content writing and supporting others to create content

- Use a variety of different writing styles and tones depending on the content (blog, social media, information about Equal Care for new people joining, funding proposals)
- Coaching other members of the co-operative to create their own content
- Interviewing other members of the co-operative and external partners to bring diversity of perspectives into the content we publish
- Ensure that the content we produce is accessible and where possible available in other formats

Hold our day-to-day campaigns and communications activity

- Hold overall responsibility for Equal Care's mailing lists and contact rhythms
- Hold responsibility for Equal Care's newsletter and other regular communications as appropriate (eg blog posts)
- Drive recruitment campaigns to source high quality, experienced candidates for care and support that chime with Equal Care's values and approach
- Working with Circle members and Equal Care Strategy Lead, plan and implement community investment cause marketing campaigns
- Ensure our content calendar is up to date and hold others accountable for contributing to it.

- Hold our Facebook and Twitter profiles, ensuring we are regularly posting good quality content and building our networks
- Measure and report on engagement with Equal Care's internal and external communications and marketing

Membership engagement

- Work to build connection across our membership through contributing to our engagement strategy with other members of the co-operative, including members, volunteers, people getting support, family members and people considering joining Equal Care.
- Build and encourage attendance at our co-operative Membership meetings, help with event and meeting management.

Offering support

At least 5% of your working hours will be giving direct support to someone getting social care. This work will make best use of your strengths to support others with the challenges they face.

Co-create your own role

As with any role at a small organisation we expect it to evolve and change! We will work together to shape your role into something that works best for you, your colleagues and Equal Care.

- Other responsibilities and approaches will emerge as the co-operative grows. You will participate in regular evaluation of your role description to make sure it fits this growth.
- We expect a lot of the tools and processes you will use in your day-to-day work will change and evolve. We need your active participation in shaping these for the better.

Your experience & qualifications

Experience

- Previous marketing and communications experience
- Content writing and publishing
- Using common marketing and communications digital tools and techniques (e.g. content management systems, design platforms, social media publishing and engagement, analytics, online advertising etc.)
- Experience with creating video content (desirable)
- Working on not for profit, health and social care or ethics-based cause marketing campaigns (desirable)

Qualifications and skills

- Degree or qualification in marketing, communications or a related field (desirable but it's totally okay if you've built up on-the-job experience instead)
- Excellent IT/digital skills
- Excellent written and verbal skills
- Imagination, initiative and an ability to work collaboratively with other members of the team

Equal Care = Equal Opportunities

We are committed to diversity and inclusion in the workplace. We prohibit discrimination and harassment of any kind based on race, color, sex, religion, gender, sexual orientation, national origin, disability, genetic information, pregnancy, or any other protected characteristic.

This policy applies to all employment practices within Equal Care.