

About the Role

The role will support provide specialist support, advice and guidance on communication, engagement and activities co-ordination to Bury Care Academy team members, internal stakeholders, customers and other external partners, along with implementing strategies to raise awareness of Bury Care Academy and our offer to the wider community in Bury.

You will support the team to create a positive customer experience, monitor and feedback satisfaction and identify relationships within the local community in which working in partnership could be mutually beneficial.

This hybrid role will be based at our head office in the centre of Bury.

What do I need to be a Marketing & Communication Officer?

The following criteria will be assessed via your application for the role:

Qualification and Knowledge

- Customer service/communications and/or ICT related qualification

Experience

- Previous experience in a marketing / communications role
- Experience of using multiple social media platforms
- Experience of developing, updating and maintaining websites
- Experience of developing content / marketing materials for a variety of platforms including images, video and written content

Skills and Abilities

- Excellent ICT skills and knowledge including the use of social media networks and MS Office packages
- Build strong and effective relationships with a range of stakeholders
- Strong attention to detail
- Ability to communicate effectively with a range of stakeholders
- Able to work as part of a team as well as on your own initiative
- Ability to manage multiple tasks whilst maintaining focus
- Able to contribute ideas and solutions

Values

- An example of how you have demonstrated one or more of our values at work

Key Responsibilities

Website Development and Social Media

- Design campaigns to support the academy e.g. Be the Difference, Influencer Program, Early Careers
- Design, maintain and review the content and functionality of the Bury Care Academy website, ensuring effective and efficient user experience
- Create and maintain social media content for Bury Care Academy
- Monitor, measure and evaluate engagement levels with communications / campaigns and produce reporting to inform future activity
- Monitor any contact / enquiries via social media / website and respond in a timely manner

Communications and Marketing

- Design materials suitable for a range of audiences
- Develop and maintain a suite of marketing materials
- Identify, create, edit and develop content for a range of communications
- Coordinate the care ambassadors / influencers' scheme

Photography, Videography and Editing

- Develop a variety of video content including promotional films, social media content and case studies
- Work on all aspects of the creative process, including pre-production, capture and post-production
- Capture a range of photos to support the academy's communication and marketing

Events

- Work with the team to develop, coordinate and prepare exciting activities and events
- Proactive attendance at events
- Gather feedback and evaluate the success of events and develop case studies and communication around these to demonstrate the benefits and positive outcomes for customers
- Maintain and regularly update a central calendar of activities and events both internally and in the wider academy community and ensure that these are communicated

Relationships

- Develop and maintain effective relationships both within the organisation and with external stakeholders, community organisations and partners
- Supporting recruitment by posting job adverts on behalf of recruitment partners.