



Job Description

Job Title	Changing Futures Communications and Marketing Coordinator
Date	July 2024
Job Purpose	<p>To drive and coordinate communications across the Changing Futures partnership which raises the profile of our work; working closely with colleagues and partners to develop our communications and marketing plans, in support of the programme strategy.</p> <p>To write engaging content and expand our system wide reach through planned communications with a diverse range of stakeholders, i.e. individuals experiencing SMD, public sector partners, policy makers/politicians.</p> <p>To coordinate and quality assure content across multiple channels, to ensure our communications and our promotional materials are of the highest relevance and quality.</p> <p>To ensure people experiencing SMD are well informed about the services they have access to in Nottingham, as well as maintaining awareness of local, regional and national information which has an impact on their lives.</p>
Accountable to	Practice Development Unit (PDU) Programme Manager
Major tasks	<ul style="list-style-type: none">• Work with colleagues to plan, coordinate and implement creative promotional strategies for the Changing Futures partnership which powerfully communicates the impact of our work and enhance engagement with our diverse range of stakeholders.• Work closely with people with lived experience to bring their stories to life and give them voice at all levels.• Coordinate the review and development of visual identity and corporate branding guidelines.• Create the Changing Futures e-bulletin and have creative control of the website, including researching, copywriting, designing and proofreading content.• Lead on creation and management of the social media platforms for Changing Futures (Twitter, Facebook, LinkedIn).

	<ul style="list-style-type: none"> • Maintain up to date news content on the Changing Futures website. • Monitor performance of the Changing Futures website and social media platforms, preparing analytical reports and insights. • Maintain and enhance current knowledge of key developments nationally, regionally and in Nottingham likely to impact upon the local delivery of services to those individuals experiencing the impacts of SMD. • Support the research, design and production of marketing materials, including leaflets, displays, presentations and templates. • Actively participate in Changing Futures team meetings and other meetings as appropriate (Experts Board, CF Programme Board, SMD Partnership) • Actively participate in NCVS meetings, including staff meetings. • Be an effective ambassador and representative for the Changing Futures partnership and contribute to the development of Changing Futures as an effective programme working in the interests of individuals experiencing SMD.
Specific Requirements	Occasional evening and weekend work may be required.
General Requirements	<ul style="list-style-type: none"> • Work co-operatively and flexibly as part of a team delivering a quality service. • To manage own workload effectively. • Work within standards of good practice working with and involving volunteers. • To receive supervision and appraisal and be committed to own development. • To be committed to and work within NCVS policies and procedures, including its Ethical Values Statement, Equality, Diversity, Harassment and Health and Safety policies. • In addition to the above, undertake such duties as may reasonably be requested.
Contract details	35 hours per week (full time)
Terms and conditions	<ul style="list-style-type: none"> • Flexible working hours, using a TOIL system. • Paid sick leave, dependent on length of service. • Up to 5% pension contribution, dependent on employee's own contribution. • NCVS has a comprehensive Staff Handbook, which outlines the terms and conditions applicable to this post.
Salary	£27,945 – £29,945 per annum