**KAB Communications and Marketing Officer**

**Job Description and Person specification**

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| **Salary** | £20,000 to £21,000, pro-rata, depending on experience, plus up to 5% matched employer pension contribution |
| **Working****Hours:**  | Part time: 20 hours, initially a one-year contract. Weekdays/hours are flexible. Occasional weekend and evening work is required |
| **Location** | In the office in the Kingston Quaker Centre and out and about in the community of the Royal Borough of Kingston Upon Thames. |
| **Annual leave** | 23 days pro-rata plus bank holidays.  |
| **Reports to** | CEO |
| **Responsible for** | Communication and marketing volunteers.  |
| **Probationary period** | 3 months |

**Kingston Association for the Blind** is a small, ambitious charity, whose Mission is ‘To empower people living with sight loss, to lead independent and fulfilling lives in the Royal Borough of Kingston.’

**The charity provides a range of services to achieve this**:

* Social and leisure activities.
* Assistive technology support, for mobile phones, tablets, and computers etc and Kingston Talking News to keep VI people connected and informed.
* Eye-Buddy volunteers and staff provide help with administrative tasks like applying for benefits and Blue-badges, assisting with daily life challenges.
* Enabling the voice of people with sight loss to be heard in the Royal Borough of Kingston by working with the council’s Sight and Hearing team, and by sitting on relevant committees.

**Job summary and purpose**

The post of Communications and Marketing Officer is a new position. Keeping the VI community connected and informed is a key element of the Charity’s vision. The Communications and Marketing Officer is an important link between the charity and the local community. Having responsibility for marketing and communications (alongside the CEO), the postholder will require good knowledge and experience of these whilst possessing considerable energy, enthusiasm, and commitment to inspire the Visual Impaired Community to become more independent and fulfilled and so potential donors and funders choose Kingston Association for the Blind as their preferred charity to support.

The purpose of this role is to ensure that people living with sight loss in the Royal Borough of Kingston are kept up to date and connected with each other, so they are aware of the resources, and services available to them from KAB and from other service providers and to raise the charity profile to assist KAB in generating the financial resources to deliver its Mission. They will work closely with, and be supported by, the CEO and other staff.

Although the team is small, we have big ambitions to improve the lives of people living with sight loss in the Royal Borough of Kingston, and we are passionate about the members we support. The ideal candidate will have an outgoing personality, be a motivated, self-confident, self-starter who is able to work with minimal supervision.

**Key Relationships:**

**Internal:** Executive board of Trustees, employees, volunteers, funders, and members.

**External:** VI community, local community, and potential new funders.

**Main duties and responsibilities:**

**Communications and marketing:**

* **Communications and marketing strategy development:** assist the CEO to build awareness, increase engagement and increase donations.
* **Write, design, and produce quality communications** for the Charity’s Eye-Opener and e-newsletters, website, publicity, and marketing materials for all platforms. (Print and digital).
* **Website:** ensure the website is user friendly for VI people and supporters, informative and up to date, is utilised and delivers maximum impact as a fundraising tool.
* **Evaluate and communicate the impact of the charity’s activities** for all audiences, measuring impact and compiling case studies.
* **Kingston Talking News:** to work closely with the Trustee leading on KTN to ensure the Talking news keeps the local VI community in touch and up to date
* **Ensure compliance across all media** with the Charity’s brand guidelines, including online and in print, ensuring that all output is of the highest standard and reflects well on the charity.
* **Ensure open and positive communication with members**, reviewing and developing service ideas in response to feedback.
* **Social Media**: Publish relevant content to social media channels on a regular basis to help build followers. (Facebook, Twitter, Instagram).

**General:**

* Leverage opportunities through social media, press and in person
* Represent the charity by giving presentations and network at events as required.
* Produce reports for Trustee executive meetings.
* Keep abreast of the trends, practices, and initiatives in the media and funding environment, recommending new approaches and adaptations to the strategy and plans where appropriate.
* Cover for other members of staff in their absence.

**Any other responsibilities commensurate with the role or required to fulfil the expectations of the position.**

**Person Specification:**

**Knowledge and Experience**

**Essential**

* **Communications**: experience of delivering clear, compelling communications
* **Marketing**: knowledge of marketing, especially digital, and how to promote an organisation to increase awareness and support.

**Desirable**

* **Communications**: experience of delivering clear, compelling communications to different audiences including both beneficiaries of a charity’s services and funders.
* **Sight Loss understanding**: Knowledge and understanding of working with people with sight loss.
* **Planning:** knowledge of the development of strategy, business plans and organisation policies.
* **Volunteers:** Experience of recruiting, training, and managing volunteers.

**Skills, Abilities and Competencies**

**Essential**

* **Committed and highly self-motivated** with the ability to enthuse, inspire and motivate others.
* **Ability to work on own initiative and as part of a team**, including ability to develop and build good working relationships with all stakeholders and partners.
* **Communications:** excellent verbal and written communication skills.
* **Organised**: Excellent organisational, planning, time management skills and ability to work under pressure with competing priorities to ensure goals and deadlines are met.
* **Networking**: Ability to network and communicate with a wide range of personnel.
* **Computer Literacy**: Proficient in use of Microsoft packages especially Word, and Excel.
* **The successful candidate will be able to travel independently and be comfortable working around guide dogs.**