

# MARKETING AND COMMUNICATIONS CO-ORDINATOR

## Recruitment Pack

May 2023



# Job Advert



<b>Job Title:</b>	Marketing and Communications Co-ordinator
<b>Responsible to:</b>	Operations Manager
<b>Salary:</b>	£ 27,500 per annum, pro rata
<b>Contract:</b>	2 year contract with the possibility to extend
<b>Hours:</b>	22.5 hours per week to be worked flexibly.
<b>Location:</b>	Remote working with regular visits to York

This newly created role will have the opportunity to shape Survive's external communications in line with the marketing strategy. This will include the planning and development of digital content across the website and social media, as well as in print and offline marketing where you can use your experience in engagement and demonstrate your creative flair.

*Survive* does excellent work with survivors in York and North Yorkshire and this role will help to showcase the long-lasting and life-changing impact that our work has on the lives of survivors and their families.



# About *Survive*



*Survive* helps adult survivors of rape, sexual assault or child sexual abuse rebuild their lives, relationships and reach their potential by delivering specialist trauma-informed services.

*Survive* started in York in 1990 as a survivor-led support group for women who had been subjected to child sexual abuse.

They found comfort and solace in talking to others who had the shared histories of child sexual abuse. Over three decades later and *Survive* now offers 1-1 support work, counselling, trauma therapy and EMDR in York and across North Yorkshire to **any adult survivor** of any sexual violence including rape, sexual assault or child sexual abuse. *Survive* also operates a helpline for those affected directly or indirectly by sexual violence and has a small library of self-help books covering a range of subjects – from inspirational survivor stories and coping with the impact of sexual trauma to recognising and managing mental health conditions such as anxiety and depression.

Our values of being **Inclusive and Enabling**, offering **Hope** and showing **Integrity** and **Courageous Advocacy** underpin everything we do.

# *Survive* is a great place to work!



## *We offer:*

- a comprehensive induction
- All the equipment you need to carry out your role
- flexible working
- CPD and training to help you in your role
- health and wellbeing benefits package
- regular team activity opportunities
- 5% pension contribution

Survive pays at least the Real Living Wage to all employees and contractors (salary uplifts to meet the RLW are applied in April each year).

Survive is a Disability Confident employer

# ***What our staff and volunteers have to say:***



- ❖ Survive has a great working environment and supportive team
- ❖ Survive has been the most supportive working environment I have had in a very long time - and I am thankful to have found such a lovely organisation to work for
- ❖ Survive is a lovely place to work and we provide a valuable service to people who need it
- ❖ I feel I am trusted and supported, I have access to all the support I need to achieve the high standard of work survive gives across North Yorkshire

Quotes taken from the *Survive Work and Wellbeing Survey 2023*

# Job Description



## Outline of main duties

The Marketing and Communications Co-ordinator will take responsibility for executing the agreed marketing strategy and for shaping and driving forward *Survive's* creative content, ensuring the right tone of voice, brand, look, feel, and messaging is embedded across all channels and publications.

Another element of *Survive's* external communication is involved with enabling the organisation to raise funds to ensure the continuation of the support that we give to survivors, and this is reflected in the main duties of the role, however we are looking for someone with a Communications background and you do not need to have previous experience of fundraising.

## **Working closely with the Fundraising and Marketing sub-committee, the post holder will:**

- Design and deliver publicity materials and publications, such as Annual Reviews and Impact Reports;
- Create and publish content across digital channels, using a range of multimedia formats;
- Write and issue press releases, and maintain an up to date list of media contacts;
- Plan, produce, and monitor content for the social media channels (including Twitter, Facebook, LinkedIn, Instagram) and grow *Survive's* audience across these channels;
- Provide performance analysis of all communications channels, reporting results and recommendations back to the Fundraising and Marketing sub-committee;
- Review website content and provide recommendations for updates;
- Plan and develop *Survive's* email marketing channel in line with the strategy, with regular supporter communication and database maintenance;
- Work with the CEO to create and send appeals letters to grant-making trusts, and keep the list of trusts maintained and up to date on Charitylog;
- Work with the CEO to complete funding applications to small trust funds;
- Be the charity's brand ambassador, ensuring *Survive's* brand is embedded and protected across all online and offline channels;
- Support the CEO in producing visual data content ahead of Board meetings and for impact reporting;
- Represent *Survive* and assist with hosting stalls at events such as Fresher's Fairs;
- Any other tasks associated with the role.



# Person Specification



## Knowledge and experience

- Proficiency and experience in the use of design platforms
- Experience of managing social media platforms and driving engagement, particularly Twitter, Facebook, LinkedIn and Instagram
- Experience of using a website content management system – *Survive* uses WordPress
- Experience of creating digital content in a range of formats
- Knowledge of how to make digital content accessible to a range of users
- Experience using MailChimp for email marketing
- Understanding of analytics tools such as Google Analytics and Facebook Pixel
- Knowledge of MS Excel, Word, PowerPoint, Outlook, and Teams
- Knowledge of UKGDPR and wider data protection best practice



# Person Specification



## Skills

- Excellent creative writing skills online and offline and good standard of written English
- Excellent attention to detail
- Organised and able to manage your own workload
- Ability to work effectively with others and in a team

## Personal

- An interest in the work that *Survive* does to support survivors of sexual trauma
- A commitment to uphold and work towards *Survive's* values
- Creative and curious with a passion for learning

# Role Priorities



## In your first six months you will be working to:

- Create consistent handles and branding for all of *Survive's* social media platforms
- Create LinkedIn profiles for CEO and Chair
- Review and refresh the *Survive* website
- Produce a social media strategy
- Design an impact report to send to grants and trusts
- Produce an e-newsletter to mail to *Survive* supporters and donors

# Application Process



Successful candidates will need to undergo DBS checks (costs covered by Survive).

Survive is pleased to be a Disability Confident employer:

- challenging attitudes towards disability
- increasing understanding of disability
- removing barriers to disabled people and those with long-term health conditions
- ensuring that disabled people have the opportunities to fulfil their potential and realise their aspirations

If you would like our application pack in another format, or wish to discuss how we would make adjustments for you to take on this role, please contact [recruitment@survive-northyorks.org.uk](mailto:recruitment@survive-northyorks.org.uk) or call Jane on 07597023450.

Survive welcomes applications from those who have been subjected to sexual violence, those who have been indirectly affected by sexual violence and from people in recovery; people of colour, people from the global majority; disabled people; and people from the LGBTQIA+ community.

To apply – please send your CV and a covering letter explaining how you meet the person specification and have the experience and skills listed in the job description. Email to [recruitment@survive-northyorks.org.uk](mailto:recruitment@survive-northyorks.org.uk)

Applications to be received by 9am on Monday 19<sup>th</sup> June 2023. Interviews will be held online or in person in York