

INFORMATION PACK

Communications & Marketing Officer

Job Description

Thrive's vision is that gardening is actively encouraged as part of personal health and wellbeing management and Social & Therapeutic Horticulture (STH) services are available wherever people live.

We are looking for a creative, dynamic and enthusiastic member of the Communications and Marketing Team who can support us in the development and delivery of Thrive's communication and marketing strategy and boost our awareness and engagement using both online and offline channels.

This a versatile role, encompassing skills and experience across content creation, press and media as well as social media, so you will need to be creative, have a passion for storytelling and identifying and writing engaging content across all our channels.

If you are a confident marketer and have experience of working in a comms and marketing environment, we can offer you a rewarding challenge.

Broad Outline of Key Responsibilities –

- Creating web pages and managing content and assets such as video, images, case-studies
- Supporting the delivery of internal and external email newsletters; creating content, managing email lists, automations and segmentations
- Work with Thrive's PR & Media Officer to manage and respond to inbound PR & Media enquiries, creating and writing media releases and articles
- Translate media stories into compelling content across channels to grow audience understanding of the charity and consideration to support
- Attend external events to network and represent Thrive
- Monitoring channels and producing regular reports on performance from analytics

About You

You will be a resourceful and creative individual. This role will work across all areas of the organisation, so it is important that you are confident and collaborative in supporting others to develop the best stories.

Our Values

Excellence – We are dedicated to providing the best quality services to everyone we support and collaborate with

People Focussed - People are at the centre of what we do as an organisation. We recognise and respect everyone's uniqueness and work with them to fulfil their potential.

Ambitious - We believe in the power of Social & Therapeutic Horticulture and in ourselves as an organisation to grow the sector and widen our impact.

Collaborative - We understand the value of working with others, knowing we will achieve greater things together than we can on our own.

At Thrive, we care about employee wellbeing. We offer flexible working arrangements to accommodate a good work life balance, competitive leave entitlement and pension, as well as a professional and inspiring working environment.

Communications & Marketing Officer

Job Description

Title:	Communications & Marketing Officer
Place or base of work:	National Office in Reading (Hybrid Working)
Reports to:	Communications & Marketing Manager
Direct reports:	None
Salary:	£23,500 FTE, (pro rata if part time)
Hours:	28-35hrs per week (hours flexible so please enquire)
Contract:	Permanent

Purpose of role

To create engaging content and communications for our charitable services, fundraising and internal communications across all our channels. The role is a critical part of Thrive's new strategy as we move towards a more digitally focussed and data driven approach to marketing, raising awareness and influencing the sector.

Key Responsibilities –

Communications; web, email and content

- Working with teams across the organisation, including subject matter experts where appropriate, to create content for Thrive's website
- Creating web pages and managing content
- Supporting the delivery of internal and external email newsletters; creating content, managing email lists, automations and segmentations
- Ensuring our email marketing is in keeping with best practice and supporting teams to optimise their email campaigns
- Develop the case study library, working collaboratively across the organisation
- Support the PR & Media Officer to co-ordinate the creation and delivery of Thrive's Annual Impact Report – working across Thrive teams and external agencies
- Work with the colleagues to create content and assets such as video, images, case-studies
- Draft, proofread and edit copy, working with colleagues, to deliver the brand tone of voice and style

Social Media (approx. 40%)

- Support the growth of our social media channels by;
 - Generating ideas
 - From Thrive channels; promoting and sharing news items from the sector or society relevant to audience
 - Creating engaging content (including images and video)
 - Writing and scheduling posts
 - Monitoring results and producing regular reports on performance from channel analytics
 - Keep abreast of the latest trends and to create reactive content where appropriate to Thrive's message and ethos
 - Using Thrive's tone of voice, respond to and engage with comments and messages on our social media channels in a timely manner
 - Highlighting opportunities for fundraising, partnerships and PR engagement

- Engaging with the social media content of ambassadors and other relevant people and organisations
- Supporting all teams with digital advertising where appropriate – creating social media ads

PR & Media

- Work with Thrive's PR & Media Officer to manage and respond to inbound PR & Media enquiries, supporting the creation and writing of media releases and articles
- Support PR & Media Officer in proactive media engagement
- Translate media stories into compelling social content across channels, including email to grow audience understanding of the charity and consideration to support
- Support with the planning and coordination of media events, such as filming and interviews
- Support the PR & Media Officer to monitor and report on media coverage of Thrive and issues relevant to our work
- Attend external events to represent Thrive and network with gardening organisations, media, influencers etc

General

- Provide support to field enquiries from the info@ inbox
- Keep abreast of the latest trends and create responsive content where appropriate to Thrive's message and ethos
- Ensure all communications activity, including social media, reinforces the brand positioning and strategic direction of the charity, reinforcing key messages

One Thrive

- Play an active role within Thrive, inputting to improvement projects as required
- To undertake training and skills development and keep up to date with the changing requirements of the role

Within the boundaries of the role description, new projects and work areas may be incorporated into the role over time or as the role and needs of the organisation develop. Amendments and additions may be required in the future, in line with policy and other changes.

PERSON SPECIFICATION

	Essential	Desirable
Knowledge, Skills and Experience	<ul style="list-style-type: none"> • Experience using a range of social media platforms • Analytical and reporting skills to further understand the success of different campaigns • Excellent organisational skills • Excellent written and verbal communication skills • Strong creative skills • Able to work with images and video within web and social media platforms • Knowledge of website content management systems and analytics • Experience of using email marketing systems • Experience of using Microsoft 365 suite of apps 	<ul style="list-style-type: none"> • Understanding of charities and sector • Knowledge or interest of STH/gardening • Experience of using Canva • Knowledge of photoshop/adobe suite • Knowledge of PR and media • Video editing skills
Personal Qualities	<ul style="list-style-type: none"> • Energetic and action oriented with a 'can-do' attitude • Good interpersonal skills • Resourceful and confident in using own initiative • Flexible • Enthusiastic • A creative thinker • Passion for delivering creative and effective content • Analytical • Attention to detail 	

Overview of Terms of Employment & Benefits

Salary: £23,500 FTE pro rata if part-time

Line manager: Communications & Marketing Manager

Contract: Permanent

Location: Based at Thrive Reading or hybrid.

Working hours: a normal working week is 35hrs, Monday to Friday 9-5pm although flexibility of working hours is possible within this post. This post will be 28-35hrs per week.

Notice periods: the notice period will be 4 working weeks.

Holidays: annual holiday entitlement is 25 days (pro rata for part-time). In addition to annual holiday entitlement, you are entitled to all statutory holidays. Part time staff are entitled to statutory and bank holidays on a pro-rata basis on the same ratio as days worked, or if work is undertaken on those days you are entitled to time off in lieu.

Sickness absence: Full salary for the first 20 days; half salary for the next 20 days (pro rata for part time contracts); subsequent absences at nil salary (apart from any SSP entitlement) until return to work.

Pension: you will be automatically enrolled into Thrive's contributory pension after 2 months employment. Thrive's contribution to the pension scheme is 4% of gross salary and you will be required to contribute a minimum of 4%.

Death in Service Benefit

Employee Assistance Programme: The EAP offers a range of services that are designed to offer you a happy and fulfilling life. This includes access to free counselling services and several information helplines.

Lifeworks/Perks: A portal that offers discounts and cashback - Employees can access 1000s of perks with discounts on everyday purchases, discounted cinema tickets, savings at their favourite restaurants, cashback and more.

To Apply:

Please send your **CV and a covering letter** explaining how you meet the person specification, to recruitment@thrive.org.uk We are operating a rolling programme of recruitment, so we encourage you to apply as soon as possible.

To achieve our goal of engaging as many people as possible in 'gardening for health', we know that our employee team needs to better reflect and represent all of our communities. Therefore, we particularly welcome applicants from a Black, Asian and Minority Ethnic background, and disabled people, as these groups are currently under-represented among Thrive's employees.

Thrive are a Disability Confident Employer and as such we are committed to the employment and career development of disabled people and will offer an interview to give you the opportunity to demonstrate your abilities at an interview, if you declare that you have a disability and meet the minimum criteria for the job.

By 'minimum criteria' we mean that you must provide us with evidence in your application which demonstrates that you generally meet the level of competence required for each competency as well as meeting any of the qualifications, skills or experience defined as essential.

Successful appointment to this post will be subject to satisfactory references and Disclosure & Barring Service checks. Thrive complies fully with the DBS Code of Practice. Having a criminal record will not necessarily prevent an individual from working for Thrive.

Charity No. 277570

Company No: 1415700

