

## INFORMATION PACK

### Communications and Marketing Officer

#### Job Description

With our overarching mission of leading the therapeutic use of gardening and horticulture in the UK, your role in creating content for social media channels will be key in meeting our key objectives of promoting the use of gardening and horticulture to improve health and wellbeing and to further the development and delivery of therapeutic gardening and horticulture interventions.

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

Working as part of this team, you will also be collaborating with other key teams across Thrive to ensure the social marketing content is designed and written so that it's clear, engaging and relevant to our supporters.

#### Key Responsibilities – digital marketing, information & communications

- Support the growth of our social media channels by;
  - generating ideas
  - 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 work with the Content Lead 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
- Ensuring our email marketing is in keeping with best practice and supporting teams to optimise their email campaigns
- Supporting the communications team with digital advertising – creating social media ads, maintaining and setting up google adwords campaigns
- Highlighting opportunities for fundraising, partnerships and PR engagement

You will be supported to promote and engage our audiences by;

- Promoting evidence that underpins the health benefits of gardening to the older population and making Thrive more relevant to more people by pushing messages that accentuate the preventative advantages of gardening in health terms.
- Providing comprehensive and accessible information about how to make gardening easier via our Information Service
- Demonstrating the life-changing impact of Thrive's regional centres on the people who attend our programmes, effectively using them as a showcase about the power of gardening.

- Promoting research, campaigns and commentary by Thrive which shows our sector leadership credentials.
- Demonstrating the effectiveness of our STH programmes at our regional centres and in the community.
- Promoting Thrive's foremost position and expertise in providing STH training and consultancy.
- Using communication channels to make the case for supporting Thrive, financially and in other ways, which will enable the continuation and expansion of our STH programmes.

**PERSON SPECIFICATION**

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

## Overview of Terms of Employment & Benefits

**Salary:** £23,500 FTE - between 14hrs (£9,400pa) – 21hrs (£14,100pa)

**Line manager:** Content lead (interim)

**Contract:** Fixed term 6 months. 14hrs-21 per week

**Location:** Can be based at Thrive Reading or remote.

**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 require 14hrs per week.

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

**Holidays:** annual holiday entitlement is 25 days. In addition to annual holiday entitlement, you are entitled to all statutory holidays and bank holidays, or if work is undertaken on those days you are entitled to straight days off in lieu.

**Sickness absence:** Full salary for the first 20 days; half salary for the next 20 days; 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.

**My work life solutions:** My Work/Life Solutions is your online portal where you can access and manage all your benefits in one convenient place. You have access to a range of discounts and offers on hundreds of retailers.

**To Apply:**

Please send your **CV and a covering letter** explaining how you meet the person specification, to [recruitment@thrive.org.uk](mailto:recruitment@thrive.org.uk) by **9am Friday 14th January 2022**.

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.