

Job title: Marketing and Campaigns Officer

Line manager: Communications Manager

Grade (if applicable):

Direct reports: None



Role purpose:

We are looking for a driven and talented marketing communications professional to lead the delivery of engaging campaigns while advising colleagues on the effective use of brand, marketing and communications channels.

Proactive and forward thinking, you'll have your finger on the pulse when it comes to the ever-changing world of marketing communications and are able to adapt to, and operate across, multiple channels. You will have meticulous attention to detail when writing and proofing content and know exactly how to craft messages in a way that engages our colleagues, customers and other key audiences.

Key results:

- Lead and develop compelling campaigns across a range of print and digital media for key audiences including customers and colleagues
- Lead and oversee the development of innovative and compelling materials and resources that engage and excite audiences with our purpose, values and corporate priorities
- Lead the delivery of Catalyst's content planning across all channels and audiences, ensuring consistency of messages
- Manage Catalyst's content playbook, liaising with colleagues in the wider department to ensure the Catalyst story remains relevant, timely and engaging
- Manage content across multiple platforms and audience, optimising content and SEO which leads to demonstrable rewards
- Manage and deliver regular, meaningful and consistent marketing communications campaigns that enhance engagement and user experience
- Devise, develop and co-ordinate the delivery of engaging and clear omnichannel campaigns to inform, promote and engage audiences with a wide range of Catalyst initiatives and programmes
- Play a lead role in making sure the Catalyst brand and 'tone of voice' are consistent and strong in all communications
- Drive Catalyst's cultural improvement plans by ensuring marketing communications support building, embedding and evolving of Catalyst's culture and brand
- Seek out, identify and tell great stories that demonstrate and build the Catalyst brand
- Craft crisp, concise, engaging and relevant content for all our platforms and channels, including Twitter, Facebook, e-newsletters, magazines, websites and the intranet
- Work with colleagues around the business to deliver messages with impact while engaging the audience
- Work closely with the in-house design team to create and land high quality and memorable print and digital content
- Initiate research and invite feedback to recommend and implement new marketing communications initiatives across Catalyst audiences and channels
- Measure and monitor the impact of marketing communications campaigns to propose new or better options to increase engagement, reach and impact
- Act as a true Brand Ambassador for the Communications team and Catalyst

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Success metrics:

- Create, develop and implement campaign content across all digital channels enhancing Catalyst's digital platforms to support business objectives and brand reputation
- Assist in managing the intranet to roll out campaigns, drafting and maintaining content, moderating team areas, approving content and advising teams on the best way to use marketing communications channels
- Help develop, write and edit our printed publications liaising with the design and print agencies to ensure the process runs smoothly
- Write and produce a library of people-focused case studies that tell their stories and promote the work we do and for campaign collateral
- Work with, and advise, colleagues around the business to ensure messages are engaging and land with target audiences
- Enhance Catalyst's online community through proactive social media listening, initiating and amplifying conversations, campaigns and trends
- Develop concepts and brief production of digital design content to the Design team (or commission), including graphics, videos and infographics
- Keep ahead of the latest web trends and developments and ensure Catalyst remains forward-thinking in digital media use

About you:

You will be:

- A talented writer for all channels and all occasions. From crafting the perfect social post to feature writing, you will be skilled at positioning messages for the greatest impact
- Able to turn complex information into clear copy, relevant to the audience and channel
- A creative marketing communications professional, adept at imagining and delivering exciting, omnichannel campaigns with clear focus and results
- Able to plan and project-manage complex campaigns, using different channels to reach different audiences
- Able to work well under pressure, solve problems, be innovative and proactive at implementing solutions
- Able to prioritise effectively, manage multiple projects, meet sometimes challenging deadlines and work with minimal supervision
- An expert at managing all levels of stakeholders (including senior management) during a project, ensuring timely, high quality outputs
- Great at organising, with attention to detail and ability to multi-task.

You will have:

- A talent for writing for all channels and all occasions, from crafting the perfect social post to features
- Experience of creating compelling and successful campaign resources and materials to drive engagement and impact, specifically excellent written communications, for a variety of audiences
- A great eye for a story and an understanding of how to present information across different channels in a coherent way
- Excellent written communication skills including grammar, punctuation and the ability to follow a house style
- Ideally, a Professional qualification in relevant subject such as communications & marketing, digital, journalism or PR
- Understanding and experience of how to position messages for greatest impact
- Experience of developing (or commissioning) a wide range of multimedia digital content, including videos, infographics, blogs and more

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- Experience of working with multiple platforms including websites, intranets and other online communications platforms
- Knowledge of web publishing best practice, including SEO, accessibility and data protection legislations
- An understanding of SEO, analytics and increasing website traffic and digital engagement and the ability to gather and interpret data and present it in a user-friendly way.

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