

## Job Description

- Title:** Communication Coordinator
- Based:** Hybrid Working (3 days in main office, 2 days Working from home)
- Salary:** Up to £23,500 per year depending on experience

### PURPOSE OF ROLE

To develop sustainable communication channels that supports ADSS to deliver its mission to ensure everyone living with dementia in Kent and Medway can get the support they need to live the life they want. The Communication Coordinator will be key to the development and implementation of our communication strategy. They will develop a social media and website presence that not only raises ADSS's profile, increases our reach, encourages supporters and informs and educates.

### RESPONSIBILITIES

#### Communication

- To create excellent internal relationships to be able to demonstrate the impact we have and develop ADSS as a brand.
- Work with internal colleagues to help create content for the website and social media channels, making the best use of online communication tools and design.
- Development of a charity communication plan and strategy.
- Keep up to date with developments in e-communications, social and audio-visual media and website development and share knowledge across the charity.
- Work closely in collaboration with the Senior Leadership Team to ensure all events, projects and campaigns are promoted efficiently to the target audience and that content is up to date.
- Provide an exceptional level of communication to ensure that relationships with all stakeholders are maintained and developed.

#### Social Media

- Daily management of the charity's social media channels, including content creation, sourcing, scheduling, monitoring, and reporting.
- General content creation and updates for charity channels other than social media, such as website and newsletters. This includes written and visual content alike.
- Using appropriate metrics to measure and feedback on the success of digital campaigns, e.g., social media analytics
- To proactively identify ways of developing new initiatives to keep us current.
- Researching other social media sources/campaigns and recommending any changes.

#### Website

- To maintain and develop our website – keeping the design current with other trends.
- Work closely with our teams and the people we support to ensure that ownership of content is defined, the website is dementia friendly and that content is reviewed and refreshed periodically.
- To develop, implement and maintain a centralised events calendar.
- To develop our website functionality to enable invoice payments and enquiries.

### Administration & Support

- To use and maintain our Membership database on Salesforce.
- To maintain accurate and up to date records and accept responsibility for the safe and secure handling and storage of confidential information, and in accordance with GDPR and ADSS's privacy policy
- Ensure compliance to all ADSS policies and procedures and keep up to date with all relevant regulations
- To support with external events such as the Annual General Meeting (AGM), Fundraising activities and Wellbeing team events.
- Working with our external resources (e.g. volunteer web developer, paid brand designer) to utilise their time and skills

### KNOWLEDGE, SKILLS AND EXPERIENCE

		<b>Desirable</b>
<b>Qualifications and experience</b>	<p>English language GCSE A-C or equivalent</p> <p>Experience of maintaining different social media platforms</p> <p>Good IT skills, including a comprehensive knowledge of the Microsoft Office suite of programs especially Excel and Word</p>	<p>Experience in Marketing and story telling</p> <p>Knowledge of using WordPress to maintain website content</p> <p>Knowledge of social media scheduling tools such as Hootsuite or HeyOrca!</p>
<b>Work skills</b>	<p>Excellent written and oral communication skills and the ability to think creatively</p> <p>High standards of proofing and reviewing publications</p> <p>Proactive, motivated, highly organised with strong time-management skills.</p> <p>Ability to deal confidently with a range of people at all levels, including in person, by phone and email</p> <p>Confident to negotiate, discuss and query in a positive and professional manner</p> <p>Ability to work both independently and as part of a busy team</p>	
<b>Personal</b>	<p>Friendly and able to talk confidently to a range of stakeholders</p> <p>Confident to use skills and informed judgement to take the initiative</p> <p>Enthusiastic and motivated</p> <p>Trustworthy and mindful of confidentiality</p>	

	Approachable and confident to ask when unsure	
<b>Other</b>	Flexible attitude to working hours and able to work weekends and evenings when required.	