

Job Title:	<u>Marketing and Communications Officer</u>
Accountable to:	Senior Marketing and Communications Manager
Location:	London/Hybrid working (mix of office and home)
Working Hours:	40 hours per week, Monday to Friday
Contract type:	Permanent
Annual leave:	31 days pa plus bank holidays
Salary:	£30,073 plus £1,500 London Weighting (pro rata)

About Nordoff Robbins

We stand for music and believe in the value of music for all people in our society. Every day we use the power of music to enrich the lives of people affected by life-limiting illness, trauma, isolation, social exclusion or disability.

As we emerge from the pandemic our goal is to bring more people together through the power of music. We can only do this if we pioneer creative new approaches to marketing, communications and digital that help us engage more people and grow our fundraising.

We need courageous, curious, agile, innovative change makers and music lovers like you to make this happen. This role is your chance to help us achieve our ambitious goal of helping more people's lives through music.

Our culture

At Nordoff Robbins everyone has a role to play in building and nurturing our inclusive culture. If you join our team, you will be encouraged to be yourself and we want everyone to feel a sense of belonging.

Our Communications and Engagement team

You'll be joining our new Communications and Engagement team at an exciting time. We are planning a repositioning and rebrand which will clearly articulate the impact we have in society through music every day. This team will be the engine room driving the change to take our fundraising and brand to the next level.

Now more than ever we need people who can create bold, inspiring new ideas for digital, marketing and communications, PR, public affairs, campaigns and internal communications. We'll achieve success by collaborating with teams across our charity to understand what makes the people we reach tick, creating and testing innovative marketing and communications ideas, and raising funds together. Your work will have a direct impact on transforming the lives of more people affected by life limiting illness, isolation or disability through music.

Central to the ethos of the new team is how we'll learn and grow together, whether we do this through sharing insights as we collaborate or through training.

About the role

Whilst we know where we want to go, we're looking for people who can bring their ideas and insights, helping to shape the change we want to see. Your role will play an important role in achieving our vision and mission.

You will work closely with the Senior Marketing and Communications Manager, with responsibility for executing the marketing plan to support events, partnerships, music services and education and annual campaigns. You'll also collaborate with the fundraising and insights team to build compelling data on our audiences and make suggestions on how to shift our communications to best engage them and drive engagement.

Your creativity and passion will be channelled into delivering tailored marketing and communications campaigns, working closely with colleagues and external agencies/freelancers as required to influence and engage external stakeholders and help bring our brand promise and our mission to life for colleagues.

You enjoy collaborating and will be creative about trying out new ways of working together to achieve shared outcomes in this new team.

This role is subject to a basic DBS check as standard.

What you'll be responsible for:

Marketing and communications

- Implementing the marketing and communications plan, including tracking progress against agreed KPIs.
- Undertaking a comprehensive and routine evaluation of all marcomms activity and preparing reports for colleagues and the leadership team.
- Identifying brand and marcomms trends and sharing them with the team to inform our ongoing brand development and marketing activities.
- Writing inclusive and accessible marketing content.
- Writing briefs for external agencies/freelance support as required.
- Overseeing the creation and maintenance of a comprehensive suite of marketing collateral that meets needs across the organisation, ensuring there is a cost-effective process in place for commissioning new materials.
- Collaborating with colleagues across the charity to deliver effective marketing and communications campaigns that meet shared objectives, including working with the digital team to create engaging email communications, journeys and automation.

Partnership activation

- Helping to deliver high profile events and campaigns aligned to our strategic partnership strategy e.g. Pizza Express and O2 Silver Clef Awards.
- Supporting the special events portfolio with a marketing plan
- Developing creative concepts and planning with colleagues in Social Media and Digital

Branding

- Overseeing the appropriate and consistent use of the Nordoff Robbins brand across all communications touch points.

- Ensuring all internal and external stakeholders have the resources and support they need to meet our brand guidelines.

Other duties

- Managing external agencies and freelancers as required.
- Being involved in delivering digital marcomms and campaigns activity around major events, including SEO, tracking KPIs, ensuring brand consistency across multiple channels, working closely with digital agencies and freelance support as required.
- Working with your Digital colleagues to input into - and draw insights from - Pardot.

Your skills

CORE SKILLS

These are the key skills which you'll bring to the role

Skills and knowledge	Why this matters
An understanding of the different elements that can make up a marketing 'kit bag', including knowledge about the uses/benefits of different types of marketing collateral.	You will ensure we maximise the potential of each campaign by reaching the right audiences with the right messages in the right way and at the right time to drive action and impact.
Excellent copywriting skills with an ability to put the voices and experiences of the people we support at the heart of our communications.	Your writing skills will enable us to connect with audiences clearly, with empathy and understanding, helping us to achieve our vision and mission.
An understanding of Nordoff Robbins' audiences for communications purposes.	To achieve maximum impact, our marketing activities must be tailored to reach their intended audience, understanding that audience needs can change over time.
A creative, story-led approach to content development.	The power of storytelling will help us build deeper connections with our audiences and drive engagement.
An understanding of how to create inclusive and accessible content.	To bring our Equity, Diversity, Inclusion and Belonging strategy to life, you will ensure that the content and campaigns we create embody best-practice guidelines in terms of inclusion and accessibility.
A passion for and knowledge of marcomms trends.	It's important that up-to-date insight is being brought to bear when implementing the marketing and communications plan, so we can flex if needed without losing sight of the goals and deliverables.

Experience	Why this matters
Experience of implementing multi-channel marketing and communications campaigns for a variety of audiences, including measurement and evaluation.	We need a capable and confident team to deliver our strategy, which means implementing plans by meeting deadlines, flexing when required but remaining laser-focused on delivering impact and outcomes.
Experience of managing multiple projects simultaneously.	Your ability to juggle lots of different projects with competing priorities will help keep things running smoothly.
A proven track record of bringing a creative, story-led approach to marketing and communications collateral.	Your campaigns will cut-through the 'noise' to reach our diverse audiences with the right messages to connect on an emotional level.
Experience of collaborating with cross-functional teams and a range of business partners.	Your experience will help build strong, collaborative relationships with colleagues across Nordoff Robbins and amongst our suppliers, based on shared outcomes and values.

ADDITIONAL SKILLS

These skills aren't essential but we would be interested to hear if you have skills in these areas

Experience	Why this matters
Experience of working with external agencies and/or freelancers.	Whilst this experience isn't essential, collaborating with external agencies and/or freelancers is desirable. For example you may have been part of a matrixed team with an agency, working together to deliver a marketing campaign.
Experience in using marcomms tools such as Adobe Photoshop, website content management systems e.g. WordPress and analytics tools.	Digital tools will help to make our team more efficient in terms of planning, delivery and tracking process.