



# Senior Marketing, PR, and Communications Officer

**Base:** Home

**Salary:** £24-26K dependant on experience

**Reports to:** Head of Operations and Engagement

The Mason Foundation is a fast-growing charity supporting communities most at need to be happier, healthier, and more connected, through the delivery of community rooted programmes that aim to reduce inequalities in health.

To support us deliver our mission and strategy for growth and expansion across the UK, we are seeking a highly ambitious, driven individual with the creativity, innovation and know how to continue to drive our profile at a local and national level, showcasing our impact across communities and building a community of followers that are proud to be part of our national movement.

## Who are we looking for?

- You are highly driven, with a 'make it happen' attitude to your role
- You are passionate about making a difference, helping communities most at need
- You are excited about working for a new, ambitious organisation, where the possibilities are endless
- You are excited by the opportunity of creating and nurturing meaningful relationships with individuals, funders, and high-profile influencers
- You love the freedom to create and innovate, driving a growing brand
- You are disciplined and enjoy following processes (but want to add your style and flair!)
- You love to communicate and present information across many platforms (but you love to listen too)
- You love working at pace, managing priorities, ensuring you hit those deadlines!
- You ensure you get the job done, delivering impactful results
- You are comfortable asking for help!
- You are resilient and recognise the importance of the routine 'less fun' jobs too
- You love to celebrate success, developing further opportunities to deliver impact across communities most in need!
- You love being part of a team that support each other (no matter how big or small the problem is!)
- You want to impress, make a difference, and grow!

## What will you do?

You will be required to lead, drive and champion effective internal and external communications and PR, ensuring consistency of brand identity, in line with The Mason Foundation's core mission, in supporting communities to become happier, healthier, and more active, through The Mason Mile and other programmes, as these evolve.

This will include leading the development, implementation, and management of The Mason Foundation's overall marketing, communications, and engagement plan, including the social media strategy, aligned to overarching corporate strategy and working closely with the delivery team to ensure the strategy is fully embedded into The Foundation's day to day delivery.

You will lead on the development and implementation of an impactful social media content plan, including monthly campaigns linked to relevant national events and marked days/weeks, using all social media platforms (as appropriate). You will have a good understanding of the GDPR and Safeguarding requirements of promoting and hosting community groups on social media platforms.

You will be responsible for ensuring best practice, high quality content, aligned to delivery, to achieve maximal reach, engagement, and ROI, in line with The Foundation's overarching goals.

You will need to embrace a 'make it happen' approach, with constant dedication and a passion for making a difference as part of a committed organisation, supporting, and championing disadvantaged communities. You will be required to travel occasionally across the UK, predominantly within the South East/London/West Midlands and North West.

### Social Media content development

- Growth and development of our online community through creation of innovative content, building engagement and value for existing and new users.
- Recruitment, training, and support of volunteer administrators to monitor and approve posts on our Community page.
- Responsible for daily, weekly posting, aligned to The Foundation's strategy, brand identity and social media plan.
- Report weekly progress and outcomes to SLT and provide recommendations to maximise growth/ engagement.
- Support the Operations teams, including Community Team and their Ambassadors/ Champions, to ensure all local social media is in line with the central content (on brand/aligned to strategy/best practice etc.)
- Where necessary, provide training and ongoing guidance to operational team on marketing best practice (aligned to The Foundation's marketing and engagement strategy), including use of social media to maximize engagement, retention, and PR, during the mobilisation and implementation of new and existing projects.
- Liaise with partners to maximise shared social media content/increased engagement.
- Regular B2B/networking posts/blogs/articles on professional network platforms to increase brand awareness within the charitable, corporate, and statutory sectors.

### Campaigns Plan

- Develop an annual campaigns and social media plan that informs all social media content including securing brand ambassadors who align to our core message and values.
- Responsible for the implementation and ongoing evaluation of this plan
- Responsible for the development of creative content aligned to the plan, where possible at least one month ahead of planned posting

### Internal Communications

- Oversee The Mason Foundation website content, ensuring it is up to date, relevant and in line with user/client/customer needs
- Manage ongoing website developments, through a development plan that indicates required actions and associated costs (in-house/outsourced) and provide recommendations of approach needed
- Support SLT with ongoing internal communication needs as appropriate
- Produce weekly/monthly and ad hoc reports as required.

- Support the development of IP, resources, and training materials as required.

### External Communications (PR)

- Develop and implement an overarching communications and engagement plan for the organisation
- Manage relationships with press/other promotional partners
- Produce relevant and engaging news stories, articles, and press releases
- Where appropriate, attend operational sites to gather information/photos to share across various communication channels
- Lead on the development of The Mason Foundation quarterly newsletters, capturing examples of success/good news stories (locality specific), news and updates, important feedback on progress and developments

### What Skills you need to have

- An eye for detail, always completing projects to a high standard
- Design skills and creative thinker
- Able to create and deliver meaningful strategy
- Excellent verbal and written skills
- Confident and experienced at using a wide range of social media marketing tools/ platforms
- Knowledge of Microsoft office tools and Adobe
- Knowledge of business marketing and communications
- Knowledge of GDPR and Safeguarding needs when managing online community engagement
- Experience of creating professional marketing and communications content aligned to brand
- Experience of using the various social media platforms for business engagement and profile
- Experience of using Canva/WordPress, video editing and use of YouTube is advantageous
- Knowledge of search engine optimisation techniques and strategies is advantageous
- Experience of working within a charity is advantageous (in voluntary or work capacity)
- Comfortable working independently and as part of a growing team
- Strong organisational skills and ability to prioritise workload to meet deadlines
- Ambitious, hardworking, and driven to learn

We are looking for someone who has been working within the Marcoms sector, ideally for a similar type of organisation or within a start-up, who is looking for that next step on their career ladder. We are flexible on working hours but do require 4-5 days a week (these could be shorter days).

You must, however, meet the 'who we are looking for' section of this job description.