



POSITIVE STEPS

SUPPORT | CHALLENGE | CHANGE

ROLE PROFILE: COMMUNICATIONS & MARKETING PRACTITIONER

Service: Business Services

Level: 7

Hours: Full Time

Reporting to: Operational Manager – Business Growth & Marketing

DBS: Not Required

Positive Steps is a charitable trust that delivers a range of targeted and integrated services for young people, adults and families that recognises the diversity of the people with whom we work. We are a unique organisation delivering a combination of statutory, voluntary and traded services – funded through local authority and charitable trust grants, charitable donations, contracts based on payment by results, and income generated through our sister company Positive Steps Trading – where all profits fund our charitable activity.

Positive Steps employs around 150 members of staff and our excellent employee engagement means that we have consistently become an employer of choice within Greater Manchester. We value each employee's unique strengths and believe our success relies on more than just job roles. We have a great benefits' package and a real focus on flexible working and health and wellbeing. Our outcomes are driven by our organisational values which underpin everything we do. Our employees are expected to display them within their roles within Positive Steps.

OUR VISION & VALUES

OUR VISION - People and communities inspired to take control of their lives

OUR VALUES

- **SUPPORTING POSITIVE STEPS** - We take responsibility for actively supporting Positive Steps and its values
- **WORKING THROUGH CHANGE** - We innovate and develop ways of working that make a difference to the people with who we work
- **ACHIEVING RESULTS** - We are collectively and individually accountable for our targets and work together to achieve them
- **WORKING TOGETHER** - We consult and involve colleagues, clients and partners in all that we do
- **THINKING THINGS THROUGH** - We reflect upon learning, using our knowledge and experience to create and develop new ways of working

We are a values-based organisation, so reflecting our values in your evidence will support your application

The following sections are there to give you an understanding of what skills, knowledge and experience we would like you to bring with you and how you might succeed in your role.

ROLE REQUIREMENTS

YOU HAVE:	YOUR STRENGTHS ARE:
<p>Assessed at application only Educated to level 4 in a related subject (i.e. Marketing or Communications) or be able to demonstrate an equivalent competency level gained through experience and have a qualification at degree level or equivalent</p> <p>Assessed at application and interview Proven experience of working in a marketing related role</p> <p>Ability to plan marketing campaigns and events, including working with a wide range of stakeholders</p> <p>Experience of creating and maintaining digital content</p> <p>Good analytical, planning and organisational skills</p> <p>Experience of writing internal and external communications, including press releases</p> <p>Experience of creating promotional materials, including brochures, blogs, marketing copy etc.</p> <p>Experience of providing fact-checking, copy-editing, and formatting assistance during the creation of mailers, leaflets, website content, and other promotional materials</p> <p>Demonstrate an ability to maintain social media accounts for brands, products, or services</p> <p>Experience of maintaining excellent client relationships through superior customer service skills</p> <p>An awareness of the law relating to data protection and privacy</p> <p>An awareness of Child Protection issues and the boundaries of professional relationships</p>	<p>Assessed at application only Being motivated to work within a safe, open and trusting environment</p> <p>Possessing excellent ICT skills, particularly through use of email, internet, MSOffice and being able to make full use of social media to self-supporting level</p> <p>Being prepared to work very flexibly to meet the needs of customers and the organisation</p> <p>Assessed at application and interview An ability to communicate effectively with others</p> <p>Being creative with a flair for innovation</p> <p>An ability to work with a high degree of accuracy</p> <p>Being able to work independently with the ability to “see things through”</p> <p>An ability to manage time effectively, planning own workload to deliver results</p> <p>Being able to stay calm, coping well when challenged and in difficult situations</p> <p>A commitment to Continuous Professional Development</p>

MAIN PRIORITIES

The main focus of this post is to:

1. To deliver a quality service to Positive Steps through the development, implementation and maintenance of marketing campaigns and materials which support and highlight the work of the organisation;
2. To support the efficient and effective delivery of Positive Steps' marketing strategy
3. To provide on-going support for all staff in relation to Positive Steps marketing and promotional activities and events.

KEY DUTIES

1. To provide a range of marketing support services for operational and corporate staff
2. To drive internal and external communication around Positive Steps activities
3. To prepare responses to press and social media enquiries
4. To undertake checks for media articles relating to, or of interest to, Positive Steps
5. To drive Positive Steps social media presence.
6. To produce and maintain marketing materials for Positive Steps staff use
7. To record campaign and marketing data in order to evaluate and improve service delivery
8. To assist the Service Lead in managing expenditure on marketing activities
9. To demonstrate responsibility in promoting and championing all aspects of equal opportunities by valuing diversity in all areas of work
10. To take responsibility for ensuring and achieving the objectives of the Positive Steps Health and Safety Policy
11. To undertake any other duties in order to meet personal, team and organisational objectives following consultation with your manager

ADDITIONAL REQUIREMENTS

HEALTH AND SAFETY

To operate safely within the workplace with regard to Positive Steps' health and safety policies, procedures and safe working practices. To be responsible for your own Health and Safety and the Health and Safety of others.

EQUALITIES & DIVERSITY

To work within Positive Steps' Equality and Diversity Policy, embracing through personal example, open commitment and clear action that diversity is positively valued, resulting in access for all by ensuring fair treatment in employment, service delivery and external communications.

CUSTOMER CARE

To continually review, develop and improve systems, processes and services in support Positive Steps' pursuit of excellence in service delivery. To recognise the value of its people as a resource.

TRAINING AND DEVELOPMENT

To identify training and development needs with your manager, taking an active part in your Personal Development through supervision and the appraisal. To access development opportunities as they arise and share learning with others and where appropriate, actively encourage a learning environment and development within others.

POLICY

To work at all times within the established policies and practices of Positive Steps.

INFORMATION GOVERNANCE

Confidentiality is of prime importance. In the normal course of duties, the post holder will have access to personal and or sensitive information relating to service users, staff and contractors, as well as information of a commercially sensitive nature. Such information should not be communicated to anyone outside or inside Positive Steps unless done in the normal course of carrying out the duties of the post. Disciplinary action will be considered where a breach of confidence and or data breach has been established.

All information obtained or held during the post-holder's period of employment that relates to the business of Positive Steps and its service users and employees will remain the property of Positive Steps. Information may be subject to disclosure under relevant legislation.

To ensure information is shared safely and complies with information governance standards and associated legislation.

Date prepared/revised: February 2021

Prepared/revised by Cliff Shields