

Job title:

Digital Communications and Marketing Manager

Job summary:

To manage and maintain internal and external communications, information and marketing through digital channels (website and social media)

This is a flexible, part time and home-based role

Role and Responsibilities

NCW is a charity founded in 1895 whose vision is to work for a world where it is no disadvantage to be born a girl

NCW aims to:

- encourage the effective participation of women in local, regional and national affairs
- secure the removal of all discrimination against women and girls
- provide information and stimulate discussion about issues of concern in our society
- make reasoned recommendations seeking change to Government, Members of Parliament and other relevant bodies
- work for international understanding and peace

To achieve these aims we need to do more to get better known and have our information, opinions and views circulated to wider audiences. We have thriving groups of sixth form girls in schools and are setting up a Network for those who have graduated to further studies, but more need to know about our work.

The postholder will be responsible for ensuring our work is communicated, distributed and circulated through all digital media. It is a new role. So you need to be a self-motivated, self-starter and see prospects that can be exploited. You will need to research and collect material that is relevant to aspects that the NCW is working on and ensure useful information is circulated.

In this role you would report to two line managers, each responsible for different areas of work, though the ethos of the organization is teamwork and working together.

We would rely on the postholder to manage his/her own workload and time. We will expect regular activity to ensure digital channels, including the website content, is managed, edited and moderated and up to date. The postholder will be expected to develop appropriate communication methods. We expect regular relevant up to date social media posts.

NCW is run by an elected Management Committee. All office holders within the organization are voluntary with one paid Administrative Secretary. Membership around the country includes individual and branch members and some may be in full-time education. So the postholder will need to be able to communicate and consult with a disparate group.

Qualifications and skills

- a combination of creativity, innovation and practical knowledge to deliver promotional messages and campaigns, increase awareness of NCW and its aims and maintain recognition
 - marketing expertise to assist in membership recruitment
 - experience of website content management
 - appropriate ability and computer skills to create graphics, videos, blog posts and other interactive formats
 - appropriate social/digital media skills
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- This is a highly collaborative position so excellent teamwork and communication skills are vital; you should be comfortable communicating with members, volunteers, charities and other organisations that we work with and the public.
 - We expect this person to be driven, with an ability to set and meet goals and targets without routine management.
 - strong writing, editing and proof- reading skills are needed
 - This person needs to be enthusiastic about the aims of NCW

This role is ideal for those seeking flexible, part-time, home-based work. There will be some travel and attendance at meetings, with reasonable expenses covered.

Induction and support will be provided

For How to Apply, see Advertisement page