



JOB DESCRIPTION

JOB DETAILS	
Job Title:	Marketing and Media Officer
Line Manager	Marketing and Media Manager
Location:	Glasgow
Operational Committee:	Communication and Fundraising
Date of this version	June 2017
Salary Grade	Band C (£19798 – £22470) pro rata
Hours	3 days
Contract	2 year fixed term

JOB PURPOSE

Working under the general direction of the Marketing and Media Manager (MMM) to carry out marketing and media tasks for the Iona Community.

- MAIN RESPONSIBILITIES**
1. Working with the MMM to ensure smooth operation of mailings and distribution of marketing materials as required by the MMM.
 2. Assisting in the production of marketing and fundraising materials.
 3. Sourcing, editing and delivering internal and external communications for the Iona Community and all affiliated parts of the organisation.
 4. Sourcing, updating and creating news and events posts on appropriate websites.
 5. Undertaking a variety of publicity tasks for the Wild Goose Resource Group to promote their events and publications to a wider audience.
 6. Sending mailings to internal and external contacts.
 7. Any other reasonable duties as directed by the post holder's Line Manager.

SUPERVISION AND BUDGET RESPONSIBILITY

The post holder has no line management responsibilities for other staff, but will be responsible for supervising occasional interns and volunteers connected to the Iona Community.

LEVEL OF AUTONOMY AND DECISION-MAKING

The post holder will work with some supervision and use their initiative to deal with queries which may arise in the absence of other staff. Prioritising of the work is somewhat self-directed with a number of tasks being under the post holder's control. Marketing tasks are generally planned under the general direction of the MMM but are to a large extent carried out independently.

COMMUNICATIONS

INTERNAL:

- The post holder will communicate with other members of the Iona Community staff over a range of issues relating to publications, copyright and marketing.
- Along with the MMM, liaising with Wild Goose Resource Group staff to determine publicity needs.

EXTERNAL

- Contact is made on a daily basis with the general public including Members, Associates and Friends of the Iona Community.
- Contact with freelance agencies and external fundraisers for marketing purposes, under the direction of the MMM.

COMPLEXITY

The job is wide ranging and works to deadlines therefore requires a degree of self-management to allow tasks to be completed on time. Multitasking is required to deal with the general public in a service capacity whilst undertaking other duties. Carrying out marketing and media tasks requires technical knowledge and a personal approach.

PERSON SPECIFICATION

The post holder should have proven skills in marketing and media and be able to as well as a thorough understanding of social media and web based platforms such as WordPress. Proficiency in administrative and IT skills is essential with competency in a variety of design software packages enabling the layout of marketing/publicity material. Be an excellent written and oral communicator with an ability to work successfully in a small team. The post holder should be able to represent the Community at external and internal events.

AGREEMENT

Job Holder's Signature	Date
Immediate Manager Signature	Date