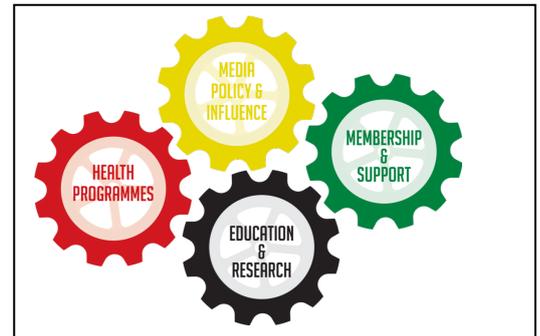


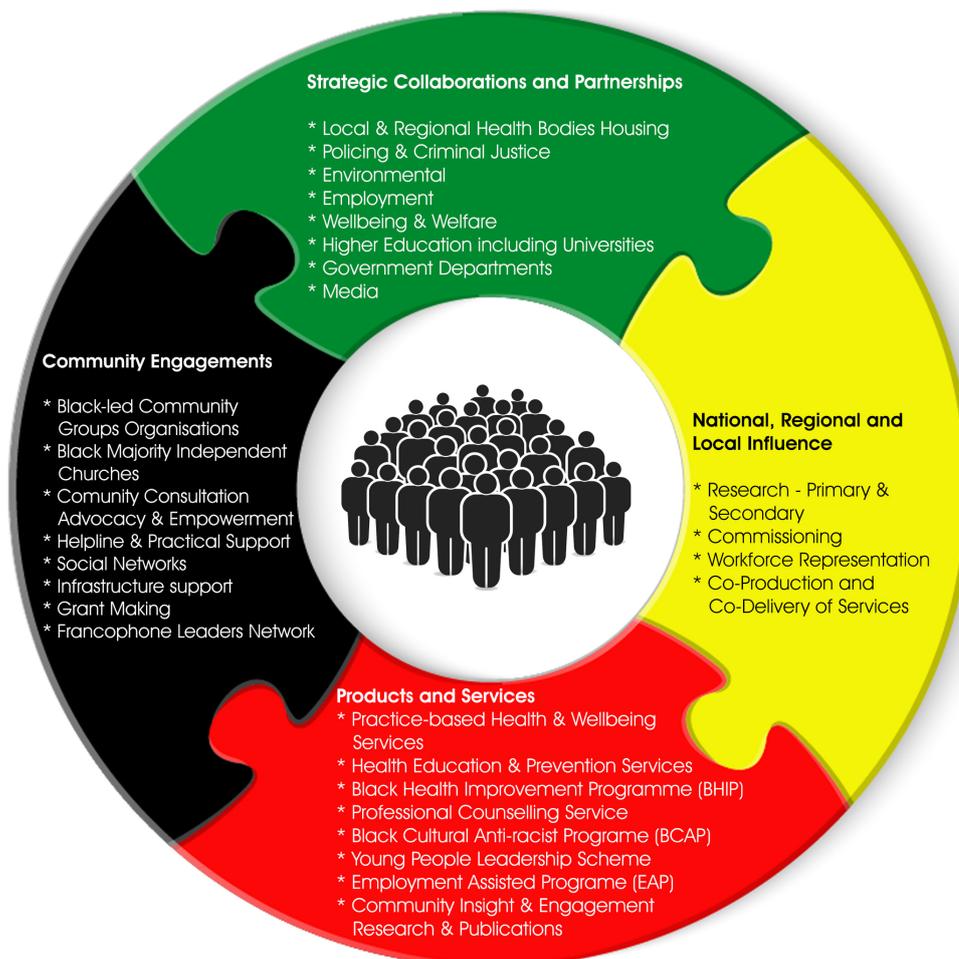
Background

CAHN is a Black-led organisation set up to address the wider social determinants to reduce health inequalities for people of Caribbean & African in Greater Manchester and beyond. We work with the Black community and cross-sector organisations to build community resilience, relationships and a social movement to reduce health inequalities.



CAHN's **vision** is to eradicate health inequalities within a generation for Caribbean & African people.

Our **mission** is to lead strategic engagement to change the unhelpful practices of service providers, commissioners, and member organisations to influence policy and practice to ensure racial and social justice is a focus of health and other sector service reform in our region.



Job Description

Job title: Media and Marketing Officer

Accountable to: IT and Programmes Manager

Type of Position: 12 Months Fixed Term (extension subject to funding)

Work hours per week: Full time (35 hours per week)

Employment Start Date: As soon as possible

Location: Manchester

Salary: £26,317 - £28,672 (dependent on experience)

Deadline: Thursday 13th May 2021

Submit application to hr@cahn.org.uk

Application Contact: To discuss any queries about the application please contact jody@cahn.org.uk or telephone 07859 154069

Job Purpose

To work with the Media, Marketing and Communications team across online and offline channels to produce captivating content that engages audiences and promotes the vision of CAHN in highlighting and eradicating health inequalities.

General and Key Responsibilities

- Work with the Marketing and Communications Manager and team to create to execute an integrated marketing and communications plan that promotes CAHN through e.g. events, campaigns and fundraising.
- Produce and disseminate CAHNs monthly e-newsletter.
- Build and maintain the CAHNs resources library - including event and stock photography; a bank of case studies and quotes; consent forms; and impact statistics.
- Support with brand guardianship - ensuring brand and house style consistency across all marketing and communications outputs and advising colleagues across the organisation.
- Assist and promote the awareness-raising of health inequalities in the Black Caribbean and African community
- Liaise with external suppliers, agencies and freelancers, as required.
- Keep up to date with best practice– particularly with changes to digital innovation, legislation and codes of practice.
- Work flexible hours as necessary to meet the needs of the service, contract and customers.
- Proactively promote CAHN to other organisations and partners
- Represent CAHN at external meetings in a positive, professional manner.
- Attend and participate in internal and external meetings virtually and/or in person, reflective practice, group briefings, 1-to-1's and annual reviews

- To maintain currency of qualifications and training courses to keep up-to-date in field of expertise
- Assist with the development of policies, procedures and practices in relation to CAHN activities as required.
- Observe values of Respect, Empower, Integrity and Influence by working positively as part of a team delivering vital high-quality services to promote a working culture where all are valued and encouraged.
- Operate within the framework of CAHN policies and procedures
- Undertake any other duties commensurate with the role.

Person Specification

This form lists the essential and desirable requirements needed in order to do the job. Applicants will be shortlisted **solely** on the extent to which they meet these requirements.

Experience, Skills	<ul style="list-style-type: none"> • Educated to Degree/Master's (or equivalent) level in media, marketing, journalism 	E
	<ul style="list-style-type: none"> • A range of media and marketing experiences working within a workplace environment 	E
	<ul style="list-style-type: none"> • Experience of independently writing promotional, engaging content and using social media 	E
	<ul style="list-style-type: none"> • Proven track record of using social media platforms effectively in a professional context. 	E
	<ul style="list-style-type: none"> • Experience of using mailing systems and relationship-management systems, or willingness to learn. Creating, editing and publishing website content via content management systems, e.g. WordPress 	D
	<ul style="list-style-type: none"> • Producing and sending audience-relevant content via email marketing platforms e.g MailChimp. 	E
	<ul style="list-style-type: none"> • Strong IT skills in software packages i.e. Word, Access, Excel (including preparation of charts and tables). 	E
	<ul style="list-style-type: none"> • Ability to integrate marketing and communications plans across online and offline channels with successful results. 	E
	<ul style="list-style-type: none"> • Ability to communicate captivating stories about an organisation's services, supporters and clients. 	E
	<ul style="list-style-type: none"> • Manage and create content for CAHN's social media channels (Facebook, Instagram, LinkedIn and Twitter) 	D
<ul style="list-style-type: none"> • Experience of managing a Google Ad account and Google Ad 	E	

	<p>Grants</p> <ul style="list-style-type: none"> • Use analytics tools and provide quarterly reports for website activity (Google Analytics), press coverage, social media engagement, and newsletter open and click rates. • Interviewing vulnerable people with great discretion and care • Using Adobe CC software to edit photography and graphics • Strong interpersonal skills, with the ability to communicate effectively at varying levels within the organisation, as well as with external suppliers and stakeholders. • Strong project management skills with an ability to prioritise, manage a varied workload and work to deadlines. • Able to sensitively manage the complex topic of health inequalities and its causes. 	<p>E D E E E</p>
<p>Communications, behaviours and transferable skills</p>	<ul style="list-style-type: none"> • A strong demonstrable command of written and spoken English. • Excellent communication skills with the ability to proofread, write and copy-edit for a range of purposes, styles and audiences. • Ability to influence others including volunteers and staff to contribute to the success of events and work in general. • Ability to exercise initiative and good judgement in selecting a course of action to solve day to day problems and to know when to refer a problem to others. • Ability to remain calm (including on the day when dealing with logistics of complex events) and helping others to find solutions. • Ability to work with minimal supervision and to make autonomous decisions regarding own workload, including effectively dealing with peaks and troughs in the work cycle. • Ability to plan and prioritise own workload to meet multiple deadlines. • High level of accuracy and attention to detail in all aspects of work. 	<p>E E D E E E E D E E</p>

	<ul style="list-style-type: none"> • Experience of reviewing processes and procedures in order to improve outcomes or improve efficiency. • Ability to build networks with a wide range of colleagues • Proven ability to develop a sense of community through good communications outputs. • Willing and able to work collaboratively as part of a small team, as well as independently. • Willingness to work flexibly, including occasional evenings and weekends to support events. • Passion for preventing health inequalities in the Caribbean and African community and an interest in the cause 	<p>E</p> <p>E</p> <p>E</p>
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E – Essential: requirements without which the job could not be done.

D – Desirable: requirements that would enable the candidate to perform the job well.