# Job description

Job title: Communications and Marketing Officer

Reporting to: Marketing Manager

## Business Disability Forum - building disability-smart organisations

Business Disability Forum is a world-leading not for profit membership organisation. We believe the 26 million people in the UK and over 1 billion people worldwide with disabilities and long-term conditions enhance the social and economic health of our societies. We exist to remove barriers in business structures and processes that prevent disabled people from thriving and contributing in this way.

We bring business leaders, disabled people, and Government together to understand what needs to change to improve the life opportunities and experiences of disabled people as employees, consumers and citizens.

Our 450+ Members and Partners represent a huge cross sector of UK and global business, employing an estimated 20% of the UK workforce and 8 million people worldwide. We provide them with practical advice and support, thought leadership and networking opportunities to share what works – and what doesn’t. We share their feedback and experience with government and policy makers to help shape disability policy that works.

**Our values:**

* Purposeful – we are focused
* Respectful – we respect our colleagues and customers
* Pragmatic – we find solutions and deliver outcomes
* Empowered – we are empowered and take ownership
* Evolving – we constantly learn and evolve

## About the role:

We are looking for a talented and enthusiastic Communications and Marketing Officer with experience of working in a marketing, communications or press environment. You will support the marketing of our products, services, events and policy research and help us raise our profile with business and policymakers.

If you have a passion for delivering high-quality communications and marketing and experience of writing content for a business audience, please apply.

## Key tasks and responsibilities:

**Communications**

* Write, edit and design Newsletters for BDF membership and for non-members (Mailchimp)
* Write blogs for website e.g. on policy issues, research, products or services
* Write copy to market BDF products and services
* Write and disseminate ‘Our Week’ internal communication.
* Main point of contact for editors of other BDF Newsletters to ensure consistency of messaging and content.
* Write and publish social media posts to LinkedIn, Twitter and Facebook
* Proofreading of documents for external publication – for accuracy and house style

**Marketing**

* Create, design and send e-marketing campaigns using Mailchimp
* Department ‘superuser’ for Salesforce Contact Management System - create marketing campaigns, manage lists and contacts (Salesforce training available)
* Manage Mailchimp lists and integration with Salesforce
* Provide regular tracking and engagement reports on marketing activity using Google Analytics and Buffer
* Provide project support for annual Disability Smart Awards and campaigns.
* Contribute to ideas to extend BDF’s reach, profile and increase uptake of products and services
* Publish content to website (WordPress CMS) including awareness days, events.
* Create ad-hoc graphics to support BDF’s marketing content e.g. for social media (BDF has an in-house designer).
* Conduct and share regular competitor research
* Commission and order branded marketing collateral for events.
* Source relevant advertisement opportunities online, podcasts, radio or TV for our products and services
* Arrange collateral and attend events to promote BDF e.g. staff stands at conferences

**Media**

* File media coverage and share with membership, colleagues and trustees
* Publish press releases to the website.
* Create and maintain media lists on Vuelio (training available).
* Draft occasional press releases or articles.

**General**

* Monitor the media@ inbox and respond to general internal and external communications and marketing enquiries.
* Provide support to all team initiatives and members of the Communications and Marketing team as required.
* Ensure all communications are fully accessible and adhere to BDF house style and accessibility guidelines.

## Other:

* + Be familiar with and, at all times, adhere to Business Disability Forum’s policies and procedures as compiled in the employee handbook.
* All employees are also expected to promote and comply with Business Disability Forum’s policies on equality and diversity with specific reference to disability both in the delivery of services and treatment of others.
* Any other duty as may be assigned that is consistent with the nature of the job and its level of responsibility. Any changes will be made in consultation with the post holder.

## Line management responsibilities:

* None.

## Working contacts

### Internal

All employees in particular:

* Marketing Manager.
* Head of Communications
* Press Consultant
* Digital Officer
* Business Partnership Team

### External

* Members & Partners.
* Suppliers.
* Press and media.

# Person specification

We assess how candidates and post-holders meet the criteria through: application (A), interview (I) or testing (T). We assess your suitability for the role through one or more of the aforementioned (A), (I) and/ or (T).

## Experience

### Essential:

* Demonstrable experience of working on a number of projects at the same time. (A & I).
* Experience of working in a communications or marketing role. (A & I)
* Experience of working with a Customer Relationship Management (CRM) database, Salesforce preferable. (A & I).
* Experience of working with Mailchimp (A & I)
* Experience writing content for a business audience (A&I)
* Experience of working in an organisation with a wide variety of people, at different levels from suppliers to CEOs. (A & I).
* Experience of working in an office environment and as part of a busy team. (A & I).

### Desirable:

* Experience of working with a website Content Management System (CMS – WordPress preferable). (A & I).
* Working in a communications or marketing role, within a business membership organisation. (A & I.)

## Skills

### Essential:

* Intermediate Microsoft Word, Excel and PowerPoint, database packages, email and the internet. (A, I & T.)
* Basic to intermediate Mailchimp skills (A, I and T)
* Excellent writing skills. (A, I, & T).
* Excellent attention to detail and proof-reading skills. (A, I, & T).
* Design skills. (A, I, & T).
* Ability to work on a number of projects at the same time. (A, I, & T).
* Able to identify and respond quickly to problems and challenges and seek support when required (A & I.)
* Good administrative skills. (A, I, & T).
* Able to work on own initiative and as part of a busy team. (A, I, & T).

### Desirable:

* Intermediate to advanced Mailchimp skills (A, I)
* Confident in using online analytics to assess the effectiveness of campaigns and using feedback to improve future activities (A & I)

## Knowledge and attributes

### Essential:

* Flexibility – a flexible approach to work and a can-do attitude. (A & I).
* An understanding of the principles of communications and marketing (A&I)
* Creative thinking capability and the confidence to input with own ideas (A & I)

### Desirable:

* Knowledge of equal opportunities, in particular disability. (A & I).
* Knowledge of accessibility in relation to producing accessible information. (A & I).

## Equal opportunities

We are committed to becoming disability-smart and an employer of choice irrespective of race (which includes colour, nationality and ethnic or national origins), sex, sexual orientation, gender reassignment, religion or belief, marital or civil partnership status, age, disability, or pregnancy and maternity. The ethical and business case of ensuring that our workforce is representative of wider society is at the heart of what we do. **When we are recruiting, disabled candidates who meet all of the essential criteria will be guaranteed an interview.**

# General terms and conditions of employment

## Based:

* Business Disability Forum, Nutmeg House, 60 Gainsford Street, London SE1 2NY.

## Hours:

* 9am to 5pm (Mon to Fri); 35 hours per week although we pride ourselves on having a flexible approach to service delivery and are happy to discuss flexible working options with suitable candidates.

## Length of contract:

* Permanent

## Salary:

* £30,500 per annum + benefits

## Probationary period:

* Three months.

## Annual leave:

* 25 days per annum plus statutory and bank holidays (33 days in total).

## After 3 months:

* Group Pension Scheme 5% of gross salary.
* Permanent Health Insurance.
* Group Death in Service (Life Assurance 3 x Annual Salary).
* Private Medical Scheme.
* Group Dental Insurance (non-contractual contributory).
* Employee Assistance Programme.
* Interest free season ticket loan.
* Childcare vouchers (non-contractual).

## Accessibility statement

Business Disability Forum is committed to ensuring that all its information, products and services are as accessible as possible to everyone, including disabled people.

If you wish to discuss anything in regards to accessibility or if you require alternative formats please contact Barnaby Powell:

* Tel: 020-7403-3020.
* Email: barnabyp@businessdisabilityforum.org.uk.