

JOB DESCRIPTION

Job title	Communication Lead
Department	Substance Misuse
Reports to	Communities Manager
Grade	3

Job purpose	<ul style="list-style-type: none"> To scope, plan, coordinate and support delivery of the marketing and communications activities to promote Turning Point's Recovery Service across City and Hackney and Public Health Awareness Campaigns. To increase community involvement with the City and Hackney Recovery Service To identify, understand and engage under-represented groups within a diverse inner-London borough, and develop strategies to improve digital outreach to these demographic populations.
Key accountabilities Marketing and Communications Support	<p>To be responsible for delivering the marketing/communications plan working closely with the Communities Manager and the Access and Engagement Manager to scope, plan and implement activities, including:</p> <ul style="list-style-type: none"> Identifying who we are targeting and how we are reaching specific cohorts (using marketing data) Supporting promotional activities to drive an increase in referrals Supporting health promotion and Public Health campaigns working alongside the service leads Leading on content generation and driving a content management strategy within the service Creating routine key messages and disseminating them; including more complex messaging Creating content for the service's social media Promotional support for community outreach activities Liaising with local authorities/public health/Commissioners' communication links Assisting with the implementation of plans to build Turning Point's presence in new and existing territories Awareness of and compliance with internal branding guidance and consistent with wider organisation image. Highlighting concerns and as appropriate presenting solutions <p>Contributing to effective cost management in own team by carrying out day to day activities and making routine workplace decisions that reflect an understanding of costs.</p> <p>Escalating any issues or concerns which are relevant to the role and have not been mitigated. Presenting solution to risk as appropriate.</p> <p>Helping the team to optimise its performance by making full use of and highlighting/suggesting improvements to the management of IT, facilities, processes and other physical resources that impact on the administration of marketing activity.</p> <p>Carrying out day to day tasks in accordance with stated policies, procedures</p>

	and regulations to assist compliance with regulatory, risk and health & safety requirements.
	Projecting the desired image of Turning Point by demonstrating the organisational values in day to day behaviour at work and always understanding and following all job relevant policies, procedures and work standards.

Dimensions	Direct reports	None
	Total staff overseen	None
	Internal contacts	<ul style="list-style-type: none"> Team colleagues Marketing and External Affairs team Service managers and staff Service User Involvement Lead and Service User Representative Groups
	External contacts	<ul style="list-style-type: none"> External suppliers such as designers/printers Local Authority / Public Health
	Planning horizon	Will understand and work to established project plans, production schedules and timescales.
	Problems solved	<ul style="list-style-type: none"> Gaining co-operation, input and data from managers and staff in other functions who may place shorter term initiatives and pressures ahead of those relating to longer term new territory development. Prioritising workload, remaining productive, staying calm under pressure when having to adapt to shifting and potentially conflicting priorities within a 'matrix' style team structure. Staying positive personally, and contributing to a positive team outlook, in an environment characterised by long term goals in which short term frustrations and sense of limited progress or results could be the norm.
	Financial authority	Please refer to the current financial guidance issued by the Finance team.

PERSON SPECIFICATION

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Personal effectiveness	Essential	Desirable
	<ul style="list-style-type: none"> Confident to coach, influence and present to managers and wider audiences about new and different approaches to marketing our products and services Customer focussed and able to evidence understanding of how to target the audience effectively to deliver agreed outcomes. 	<ul style="list-style-type: none"> Commitment to own professional and personal development Experience of working in communications or marketing within non-profit services

	<ul style="list-style-type: none"> ▪ Collaborative and comfortable to work across the business with a wide range of internal customers and external stakeholders. ▪ Excellent attention to accuracy and quality. ▪ Ability to identify problems and present solutions in a proactive and constructive manner, within the context of the role. ▪ Confident to use professional judgement or to escalate where there is a perceived risk. ▪ Awareness of and commitment to equality and diversity legislation and good practice. 	
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Technical effectiveness	Essential	Desirable
	<ul style="list-style-type: none"> ▪ Strong experience in digital marketing techniques ▪ Effective copywriting, editing and proofing skills ▪ Strong IT skills particularly Office, intranet and social media ▪ Experience of successfully managing a wide range of stakeholder relationships ▪ Time management skills – working under very tight deadlines with changing priorities. ▪ Experience in evaluation techniques and the ability to adapt practice to get results 	<ul style="list-style-type: none"> ▪ Experience of social media and evolving marketing techniques ▪ Understanding of the NHS and local authority customers. ▪ Experience of supporting product development with marketing expertise. ▪ Able to evidence how you have translated and interpreted routine research and data analysis into effective marketing campaigns and products. ▪ Indesign or/and photography skills

Acquired experience & qualifications	Essential	Desirable
	<ul style="list-style-type: none"> ▪ Understanding of the different expertise in a broad communications team and how to work with colleagues to build effective marketing plans and products ▪ Previous experience of digital marketing 	<ul style="list-style-type: none"> ▪ Understanding of financial costing models/budgets ▪ Experience within the health and social care sector ▪ Understanding of branding ▪ Working knowledge of drug and alcohol field, and strategic agenda