

## Senior Communications & Marketing Executive Information

### JOB DESCRIPTION & PERSON SPECIFICATION

**JOB TITLE:** Senior Communications & Marketing Executive

**REPORTING TO:** Head of Communications

**DEPARTMENT:** Fundraising

#### The Charity

GroceryAid has been providing emotional, practical and financial support for grocery people since 1857. In the last year the charity has seen a 55% increase in applications for financial support, the number of financial grants paid is up by 87% and there have been 74% more calls to their Helpline. The charity provides this help because of the strength of relationships with major FMCG brands. With over 3.5million people in our industry our biggest challenge is awareness.

#### The role

This role is to support the Head of Communications and team in delivering activities to raise awareness for both channels of the charity: Welfare and Fundraising. Building relationships with communication experts in top brand manufacturers and leading retailers, you will drive awareness, enhance our reputation within the grocery industry and most importantly support thousands of grocery colleagues who find themselves in difficulties.

#### Main Responsibilities

- Working with the Head of Comms, plan, implement and evaluate an integrated communications strategy
- Manage delivery of all initiatives to meet agreed KPIs
- Ownership of brand assets including promotional materials, testimonials and case studies
- Oversee communication channels including direct communications and e-shots, media and partnerships
- Event Marketing - pre, on site and post event
- Group Engagement - networks, groups, committees and branches

#### Role breakdown

- Drive implementation of an integrated communications program
- End to end ownership and delivery of specific elements of the integrated communications strategy
- Set clear objectives, KPI's and measurement methods for all the above
- Work across all departments with relevant stakeholders at various stages of project delivery
- Build strong relationships with communications stakeholders amongst our supporters to enable development of awareness programs amongst their staff

- Ensure campaigns run smoothly and communications assets are created and utilised effectively
- Manage Committees, attend meetings, providing updates and ensuring role out of actions
- Deliver high quality charity presentations to new and current supporters
- Deliver Case Studies in various formats
- Identify and create appropriate content to enhance the charity's reputation, tailoring the message to key audiences as required
- Lead our media strategy (earned and paid), leading to greater profile and awareness by building excellent relationships within national, trade, regional media and supporter newsletters
- Attend awareness events and act as a charity representative
- Develop good working relationships with the rest of the business, central service teams and third-party suppliers
- Lead on marketing campaigns for all event Fundraising activities to generate noise and engagement to support sponsorship and ticket sales

#### Knowledge/skills/qualifications required

- Minimum 5 years communications experience preferably for an FMCG brand or in a Marketing / PR Agency
- Excellent copy writing including digital and social media channels
- Strong client servicing skills, leading supporter calls and meetings
- Proven track record of building strong stakeholder relationships at all levels
- High energy, drive and passion to deliver the best quality whilst working at pace across multiple projects
- Always looking at the bigger picture to ensure value is continuously added
- Confident with Microsoft Office, particularly PowerPoint, Outlook and InDesign. Knowledge of databases an advantage

#### Additional information

Location: initially working from home, in the current climate, but then office generally office based in Sandhurst, Berkshire

Salary: Competitive

Hours: Full-time 34 hours a week

Leave: 25 days (+circa 3 at Christmas)

Excellent pension scheme

Life Assurance

Private Health and Dental Insurance

To apply please send your full CV and a covering note explaining why you feel you are suitable for the role to [jobs@groceryaid.org.uk](mailto:jobs@groceryaid.org.uk)