



Experiment in  
International  
Living UK

## Job Description

Job Title:	Communications and Marketing Officer
Responsible to:	Chief Executive
Post:	Fixed Term Contract of Employment – initially for 1 year*
Hours:	Part time, 15-29 hours per week* with flexible working hours
Remuneration:	£20,000 - £24,000 p.a. pro rata (starting salary depends on experience) + pension contribution + health scheme
Annual Leave:	25 days p.a. pro rata + bank holidays pro rata
Location:	May be home based or remote location. Will require travel to the EIL UK offices in Malvern with occasional travel elsewhere, possibly overseas
Key contacts:	Programme Managers, Business Development Manager and UK Volunteers Officer. Other EIL UK staff, office volunteers, volunteers, schools, cultural organisations, suppliers and voluntary and community organisations.

\* *Owing to disruption in programme delivery and international mobility caused by the COVID-19 pandemic, this post will start part time at 15 hours per week and the hours will adjust in line with programme requirements and as restrictions are lifted.*

## Key Responsibilities

The Communications and Marketing Officer will take a proactive role in helping to raise the charity's profile and keep staff, volunteers, participants and stakeholders informed about the charity's work. The Communications and Marketing Officer is involved in developing and utilising resources to enable the charity to share information, market its programmes and communicate with the communities supporting us or involved in our work. The role involves:

- Strategic planning and coordination: drawing up and implementation of Communications Strategies and Marketing Plans in collaboration with the Chief Executive and colleagues to enthuse, attract and retain hosts;
- Development of media and channels: website, social media and printed content as well as producing newsletters, brochures and presentations;
- Coordination of communications and marketing: management of all activities related to publicity and marketing, including events;
- Marketing and publicity: publicise programmes and opportunities to institutions and individual participants including students;
- Stakeholder relations: develop and sustain mutually beneficial and long-term relationships with institutions, volunteers and stakeholders.

## Main duties

### Publicity and promotion

- Write press releases and articles for regular general distribution and for specific occasions in individual regions and nationally
- Foster good relations with potential publicity outlets, and encourage volunteers to do the same
- Promote the charity, its work and volunteers including giving occasional talks, writing articles, arranging interviews, and providing photographs, promotional videos and other promotional materials as required.
- Explore potential outlets for publicity, whilst continuing to publicise the organisation through tried and tested means

#### EIL UK publications

- Prepare, edit and manage distribution of all internal publications (print and digital), including obtaining and writing content, seeking appropriate permissions and proofreading all necessary alterations or amendments.
- Work with designers and printers as may be required.
- Manage volunteer Regional Publicity Officers.
- Develop and operate a system for obtaining material from former students and other potential contributors.

#### Digital media

- Lead on the development and management of the charity's digital media, including website/s, and social media contents including blogs, podcasts and presentations
- Manage and organise EIL's digital and photographic Images Library
- Liaise with communications and marketing suppliers and contractors

#### Event management, coordination and support

- Contribute to the planning and delivery of sessions for the annual conference (and any other identified events) and to attend, contribute to and run sessions as required
- Attend events organised by EIL and others
- Recruit, support, manage and develop a network of volunteer Regional Publicity Officers and trained volunteer Speakers

#### Participant and Alumni Communications

- Develop and operate a system for obtaining material from former participants, including students and other potential contributors.
- Gather and analyse feedback and obtain permission for use of the appropriate feedback for publicity purposes

#### Developing EIL's communications and marketing capacity

- Act as EIL's brand champion and provide guidance and training to support the implementation of a consistent brand identity and style
- Train staff and volunteers in communications policies and procedures
- Provide communications advice and support the marketing of EIL's programmes
- Advise staff and volunteers and devise communications and marketing campaigns to support their work

#### Monitoring, evaluation and reporting

- Monitor and evaluate communications, marketing campaigns and activities to effectively inform future improvements and developments
- Monitor and manage the Communications and Marketing Budget
- Track and report on communications campaigns and project delivery against plans and milestones/deadlines
- Report regularly against communications and marketing strategies and plans

#### Other duties

- Input to charity-wide initiatives
- Contribute pro-actively to EIL UK work, suggest improvements and propose new initiatives
- Attend and contribute to team meetings and events

- To work flexibly with other members of the team
- Undertake special projects and other duties from time to time commensurate with this post
- To maintain confidentiality at all times

## Key competencies

The post holder needs to be a motivated, well-organised, self-reliant individual with experience in communications and marketing who is committed to fulfil both individual and team objectives and achieve excellence.

1. A warm, friendly and helpful manner with the ability to communicate effectively with a wide range of people and build relationships with people at all levels
2. Methodical and organised, a confident planner and a quick thinker
3. Excellent communication skills (both verbal and written): patient when communicating with those for whom English is not their first language
4. You will need to be able to develop good relationships with the media and stakeholders in order to assist the charity's development
5. Work well in a team with the ability to negotiate and motivate people to achieve shared goals
6. Able to work on own initiative and demonstrate a proactive approach
7. Able to prioritise work with minimum supervision, deal with several tasks at once and handle competing priorities to meet deadlines
8. Problem-solving skills with the ability to assess a situation and resolve issues early
9. Quick and accurate under pressure: the ability to analyse information
10. Professional manner, accurate and attentive to detail
11. Flexible, positive person with a helpful attitude who adapts to change and is willing to learn

## Qualifications and experience

- You should have experience of working in a busy press or communications office and a proven ability to tell great stories that really make an impact.
- Day to day, you will be working closely with other members of the team to promote our key messages across all media channels, so experience of writing for websites and social media is essential.
- Experience of having developed communication strategies and marketing plans.
- Experienced in event administration.
- Sound IT skills, proficient in Microsoft Office - Outlook, Word, Excel and PowerPoint), databases, websites and social media.
- Experience of living abroad or working across different cultures is desirable.

## Other requirements

- Commitment to the aims and values of the charity
- Contribute to EIL's annual business plan, strategies and plans
- Flexible working hours outside normal office hours such as occasional early evenings and occasional weekends. Travel to other sites for meetings or to assist with group visits or sessions e.g. orientations. There may be occasional overnight stays.
- A full enhanced DBS check will be required which will be paid for by EIL UK.
- Please note you will need to hold a current UK Driving Licence for this role and, if possible, have access to your own vehicle. The post holder must be willing to travel on public transport.

This job description is not exhaustive and is open to review at any time.