



Colostomy UK

We are hiring a:

Marketing and Social Media Executive

- **Application:** CV and covering letter
- **Interview:** On successful application
- **Start date:** ASAP – depending on your notice period

About us

Colostomy UK is a national charity that offers support and advice to people who have had stoma surgery (ostomates) and to their friends, families, and carers. Our projects empower ostomates to return to sports, hobbies and other activities after their surgery and give them the confidence to take on fresh challenges. We also advocate for ostomates' rights and are their voice on the bigger issues. Our campaigns raise awareness of 'life with a stoma' and encourage organisations to make their facilities more inclusive.

Terms and conditions

Job Title: Marketing & Social Media Executive

Start date: ASAP – depending on your notice period

Duration of contract: Permanent – Full time

Hours: Monday to Friday 09:00 – 17:00

Probation period: Six months

Salary: £ 25,000

Location: Colostomy UK, 100 Berkshire Place, Winnersh, Wokingham RG41 5RD

Job Environment: Hybrid

Holiday: 20 days' annual leave in addition to Bank Holidays

Reporting to: Marketing and Campaigns Manager

The role

An exciting opportunity to increase awareness of Colostomy UK, our support services, and campaigns to a wider audience through the on-going creation, evaluation, and development of high-quality communications, suitable for our social media platforms, print, and website.

Finding innovative ways of reaching and educating individuals, organisations, governing bodies and healthcare professionals to ensure more people know what a stoma is, why somebody has had stoma surgery and what they need to do help and support the physical and mental well-being of that person to lead a fulfilling life.

You'll manage our day-to-day communications with the goal of our website and social media platforms becoming the must visit destination for those looking for support and information, while inspiring them to engage with our campaigns, and support our continued growth.

With the Marketing & Campaigns manager you'll drive the growth and development of the charity's purpose and vision through our brand

Core role responsibilities

- Responsible for the day-to-day management of all digital marketing activities.
- Maintain and develop our website (we do have technical website support too)
- Optimise all content for SEO and digital channels.
- Execute the day-to-day delivery of our social media content and engagement. (With insight driven evaluation of our social media platforms)
- Develop, implement, and manage our intranet. (To be introduced)
- Work with the Fundraising & Marketing team to develop, update and create marketing materials to promote us (inclusive of booklets, flyers, factsheets, our support magazine *Tidings* etc) Inclusive of ensuring all branding guidelines are executed in digital and print.
- Work with Fundraising & Comms Executive to deliver all our E-News campaigns.
- Support the Marketing & Campaigns manager to develop, deliver & promote awareness and advocacy campaigns for Colostomy UK amongst the public, social institutions, businesses, and governments.
- Proactively engage and review media regarding stomas. Maintaining a keen understanding trend affecting ostomates and make appropriate recommendations regarding communication/marketing strategy surrounding them.
- Manage subscriptions for all charity activities (Active Ostomates, Facebook closed group, newsletters)
- Create all branded material to support the rest of the charity activity.
- Manage all administration needs for events & open days and attend where necessary.
- Work with our Volunteers manager, and Senior support coordinator to ensure volunteers are fully supported.
- Manage all stock for printed booklets/ literature as well as merchandise (design and delivery requests, for example - clothing, banners etc..)

Personal Specification

	<u>Essential</u>	<u>Desirable and/or evidenced by</u>
<u>Skills and experience</u>	<ul style="list-style-type: none"> • Minimum English GCSE grade A-C • A minimum of 2 years marketing experience. Including marketing in an online environment. • Exceptional verbal communication skills. • Outstanding written communication skills, including the ability to: <ul style="list-style-type: none"> ○ Adapt your writing to a specific voice, tone, and style. ○ Write in multiple forms, including information text, blogs, articles, social media posts, newsletters, and email. ○ Get complex messages across, using simple but engaging language. ○ Tell stories in ways which grip readers as well as enlightening and activating them. ○ Subtly write and weave information into a variety of types of digital copy for Search Engine Optimisation purposes. • Excellent research skills, including the ability to: <ul style="list-style-type: none"> ○ Interview people – face-to-face, over the phone, and by email. ○ Fact-check information effectively. • Highly organised. 	<ul style="list-style-type: none"> • ‘A’ Level grade A—C in English, Journalism or similar. • Marketing qualification • A portfolio of examples demonstrating writing in multiple forms.

<p><u>Technical</u></p>	<ul style="list-style-type: none"> • Advanced skills in – Microsoft packages, word press, CRM, mail chimp, adobe cloud. • Ability to load and change website copy, using CMS software such as WordPress & google analytics. • Technical knowledge and understanding of the purpose of SEO. • CRM database • Sound knowledge and experience of social media tools and communities, such as: <ul style="list-style-type: none"> ○ Implementing social media and communication campaigns and strategies. ○ Posting engaging text, image, and video content. • Project Management 	<ul style="list-style-type: none"> • Fully conversant in the use of image manipulation software, such as Photoshop. • Use social media tools like Buffer or Hootsuite effectively and imaginatively to schedule content • Creative ability – in designing graphics • Adobe creative cloud
<p><u>Personal qualities</u></p>	<ul style="list-style-type: none"> • Ability to work to deadlines and take instruction. • Team player, but equally happy to work alone. • Resourceful, proactive, and efficient. • Reliable and punctual. • Hands on and happy to roll your sleeves up. • Hard working, flexible and dedicated. • Self-motivated and enthusiastic with a thirst to learn & be creative. • The ability to remain calm and productive under pressure. 	

The above serves as a guide and is not exhaustive; all our team are hands on, and you too will be expected to undertake other duties. You will be working as part of a small, friendly team and may be asked to provide extra support in the office during busy periods.

Rights to work in the United Kingdom

Applicants must be eligible to work legally in the United Kingdom. The successful applicant will be asked to evidence their right to work in the UK before being formally offered the role. If you do not



have the right to work in the UK, we will not consider you for this role. If you are uncertain about your eligibility to work in the UK, you are encouraged to contact the UK Borders Agency.
<http://www.ukba.homeoffice.gov.uk/visas-immigration/working/>

DBS checks

All applicants will be subject to a criminal record check from the Disclosure & Barring Service (DBS) before the appointment is confirmed. This will include details of cautions, reprimands, or final warnings as well as convictions.