

**Job description: Digital Marketing & Fundraising Officer**

**Salary point**: £26,500

**Responsible to**: Marketing and Fundraising Manager

**Responsible for**: Providing comprehensive support to deliver digital marketing and fundraising activities

**Job Purpose:**

1. Support the Marketing and Fundraising Manager and Partnership and Community Manager to raise the profile of the Deaf Academy, with a particular focus on digital marketing as well as on admissions, recruitment marketing and fundraising campaigns.
2. Assist the Marketing and Fundraising Manager and Partnership and Community Manager in daily marketing and fundraising activities and the implementation of the Marketing and Fundraising strategy.

**Key responsibilities:**

**Digital marketing**

1. Produce high quality content for digital channels that is appropriate to the audience and which demonstrates excellent standards in visual, written and accessible content.
2. To plan, format and upload new creative content, images, video and documents to digital platforms.
3. Assist in maintaining and updating the Academy website (training will be provided).
4. Assist with managing social media channels (primarily Facebook, Instagram, LinkedIn and YouTube), including scheduling content, in accordance with guidelines and content plans.
5. Monitor social media channels, ensuring timely and appropriate interactions and escalating any negative feedback to the Marketing and Fundraising Manager.
6. Support the Marketing and Fundraising Manager with reports to FRC and SLT as required.

**Visual content**

1. Develop high quality and accurate visual content for the Academy’s online and offline marketing channels.
2. This will include photography and filming, editing and producing video for marketing activities that serve both Deaf and hearing audiences and that tell engaging stories about what we do.
3. Maintain and update the central image and film bank.
4. Assist Academy staff with preparation of in-house design work using the branding guidelines.

**Strategy and planning**

1. Contribute to marketing and fundraising plans as a key member of the department team and attend weekly meetings.
2. Contribute new ideas and suggest initiatives.
3. Work with the Marketing and Fundraising Manager to develop processes and a content plan for all marketing (including digital marketing) and fundraising activities at the Academy.
4. To support administrative tasks linked to Marketing and Fundraising activities.
5. To support with fundraising applications for projects that are in the pipeline.
6. To attend the Fundraising Group and support the Marketing and Fundraising Manager.

**Monitoring and evaluation**

1. Monitor the digital marketing environment.
2. Conduct research activities when required by the Marketing and Fundraising Manager.
3. Monitor and evaluate media coverage.
4. Collate data and prepare marketing statistics throughout the year.
5. Monitor website and social media analytics and report back as required.
6. Keeping ahead of digital trends and attending training as required both in person and online.

**Marketing materials**

1. Assist the Marketing and Fundraising Manager in the preparation, content writing, proofreading and production of marketing materials ensuring high levels of accuracy and quality.
2. Produce in-house graphic design using In-Design via Adobe Creative Suite and Canva.
3. Liaise with staff, students, parents, and other key stakeholders to develop timely and appropriate marketing materials for our target audiences.
4. Manage media permissions for Academy students and staff.
5. Manage administration of electronic files.

**Public Relations (PR)**

1. Working with the Marketing and Fundraising Manager to identify news stories, draft content and organise visuals to use across marketing channels.
2. Write draft press releases and support media relations, with guidance from Marketing Manager.
3. Ensure any students and staff featured in the media have the appropriate media permissions.

**Events**

1. Working with the Marketing and Fundraising Manager and the Partnership and Community Manager to strategically plan, organise and manage events, as well as preparing and producing relevant supporting marketing content and materials.

**Accessibility**

1. To ensure all marketing materials are accessible to our diverse audiences. This will include creating British Sign Language videos, adding sub-titles and voice overs when necessary.
2. Ensure digital content meets the Accessibility Regulations 2018
3. Book interpreters as and when required.

**Communications and Representation**

1. Develop strong working relationships with colleagues, helping to ensure there is regular communication across the Academy and that marketing and fundraising plans and activities are understood and supported.
2. Present a professional and positive image and be an ambassador for the Academy.
3. Draft content and communications which will attract interest from the Deaf community, professionals, and parents.
4. Form and maintain appropriate relationships and personal boundaries with children and young people.
5. Be committed to safeguarding best practice.

**General**

1. Attend relevant internal and external meetings as required.
2. Participate in annual performance appraisals and undertake relevant staff development.
3. Be responsible for the health and safety of self and others.
4. Make secure all buildings on leaving the site.
5. Be responsible for promoting and safeguarding the welfare of children and young adults you may be responsible for (or come into contact with) in accordance with the Academy’s Child Protection Policy & Procedures.
6. Carry out any other appropriate duties requested by the Principal or any other member of the Senior Leadership Team.
7. Adhering to GDPR, Charity Commission and Fundraising Regulator guidelines.

The above list is indicative and not exhaustive. The Digital Marketing and Fundraising Officer is expected to carry out all such additional duties as are reasonably commensurate with the role.

I accept this job description as a definition of the key responsibilities and duties of the post of a Digital Marketing and Fundraising Officer.

I appreciate that the above list is not indicative and exhaustive and that additional duties as reasonably commensurate with the role may be required of me.

Signed...............................................Date.........................................

Print name..........................................

**Person specification:**



**Digital Marketing & Fundraising Officer**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Essential** | **Desirable** |
| **Knowledge and Qualifications** |  |  |
| GCSE grades A-C in English and Mathematics (or equivalent qualification) | Y |  |
| A degree in a Digital Marketing related discipline or willingness to learn and develop | Y |  |
| Professional qualification and/or significant relevant experience in Marketing | Y |  |
| Good knowledge of Microsoft Office, particularly Word, Excel and Access, Outlook | Y |  |
| British Sign Language Level 1 or above |  | Y |
| Willingness to study towards BSL level 1 & 2 | Y |  |
| Knowledge of Digital Marketing Principles |  | Y |
| Knowledge of market research techniques |  | Y |
| Knowledge of brand development principles |  | Y |
| Basic understanding of graphic design principles/packages – particularly Indesign/Adobe Photoshop/Canva | Y |  |
| An understanding of the requirements of the Data Protection Act |  | Y |
| Knowledge of relevant legislation and codes of practice |  | Y |
| An understanding of how Equality and Diversity can have a positive impact  on a business and its stakeholders | Y |  |
| Experience of using Content Management Systems to update websites and intranets or keen to learn |  | Y |
| Up-to-date knowledge of digital channels of communication and social media platforms (primarily Facebook, LinkedIn and Instagram) | Y |  |
| Knowledge of gathering and presenting media and digital statistics and analytics |  | Y |
|  |  |  |
| **Skills & Abilities** |  |  |
| Competent in copy writing and creating engaging content for different  Audiences | Y |  |
| Able to produce, edit and subtitle videos or be willing to learn | Y |  |
| Confident with photography and image editing | Y |  |
| Proven verbal and written communication skills with the ability to tailor the message to the audience | Y |  |
| Excellent written grammar and proofreading skills | Y |  |
| Able to plan and prioritise workloads, often with conflicting demands, to ensure deadlines are met | Y |  |
| Good administrative skills and a high degree of accuracy | Y |  |
| Ability to handle confidential information | Y |  |
| Good numeracy and analytical skills | Y |  |
| Good literacy skills with ability to correspond effectively using different  marketing mediums |  | Y |
| Good inter-personal skills with the ability to work effectively with others | Y |  |
| Ability to operate effectively as part of a team | Y |  |
| Ability to communicate clearly and confidently with key internal and external stakeholders | Y |  |
| Ability to use own initiative appropriately | Y |  |
| Attention to detail with strong organisational skills | Y |  |
| Enthusiastic, creative and solution focused approach | Y |  |
| Ability to deal effectively with pressure and meet deadlines | Y |  |
| Ability to analyse information and data to track impact of campaigns and  communications |  | Y |
| A willingness to work outside normal working hours | Y |  |
| An understanding of and empathy with the mission of the Deaf Academy | Y |  |
| Ability to form and maintain appropriate relationships and personal  boundaries with children and young people | Y |  |
| **Experience** |  |  |
| Experience of working within a digital marketing environment | Y |  |
| Experience of working with Deaf people and/or with students with special  educational needs |  | Y |
| Proven experience of establishing and maintaining positive relationships with internal and external stakeholders | Y |  |

**Approved February 2025 (AY/CQ)**