

Job Description and Person Specification Profile

Job Title: Graduate Marketing and Communications Officer

Job ID: M35

Service: Communications

Grade: E

Reporting to: Lauren Carey

The Role

The Graduate Marketing and Communications Officer role has a key focus on family hubs, using a variety of marketing and communications techniques to engage families and stakeholders effectively. The role will promote family hubs as a place to take children for fun, educational and social activities as well as a place where parents and carers can find support. The role will capture stories of families and the benefit that attending sessions at family hubs has brought to them and their children. It will also tell good news stories of staff achievements in supporting families and any positive developments relating to Tameside's family hubs.

Main Duties and Responsibilities include:

- Manage Grow social media account and create engaging content.
- Produce day-to-day family hubs marketing and communications including but not limited to video, newsletters, website content, printed materials.
- Identify opportunities for press releases.
- Support events and engagement activities where required in family hubs.
- Integrate with both the Communications team and Family Hubs team, spending time based in our family hubs and Tameside One.

The duties may vary from time to time without changing the nature of the post or the level of responsibility, and the post holder may also be required to carry out any other duties appropriate to the grading of the post.

The role will be based out of family hub venues around Tameside to be on the frontline of capturing stories and news and meet the duties of the position.

About You

Your essential qualifications

- Degree or equivalent, gained within the last three years.

Your essential skills, knowledge and experience

- Good understanding of marketing and communications methods.
- Creative thinker
- Ability to analyse, organise, and communicate information effectively and clearly.
- Strong written and verbal communication skills, with the ability to tailor messages for different audiences.
- Ability to independently research, analyse, and present information clearly and concisely.
- Competence in the use of IT and related software.
- Awareness of equality, diversity, and inclusion principles in communications.
- Strong organisational skills and the ability to manage multiple tasks and deadlines.
- Ability to work collaboratively within a team and across departments.
- Adept at building positive relationships with residents and colleagues.
- To independently travel to family hub locations around Tameside.

If you have the following experience or qualifications – then that's great!

- Video editing and photography skills
- Written communications
- Social media

Our employees' skills, experience and knowledge are essential to our success along with their happiness, commitment, enthusiasm and motivation to be the best they can be.

What can you expect from us?

- A fair salary and benefits
- Opportunities for good health and wellbeing
- Help you to grow, develop and to do your best
- Enable you to be creative and innovative
- Fully involve you in changes that affect you and your work
- Listen, and act on your ideas and feedback

Working together, we are proud to work for Tameside

Our **STRIVE** values underpin our practice and behaviours and are at the heart of everything that we do:

