

JOB DESCRIPTION

Job Title:	Marketing, Brand and Design Officer
Accountable To:	Head of Communications and Marketing
Accountable For:	n/a
Working With:	NASS Members Stakeholder organisations
Location:	Hammersmith, London
Hours:	Full time (35 hours)
Salary Range:	Up to £30,000

Background

NASS is the leading registered charity dedicated to the needs of people with ankylosing spondylitis, an inflammatory arthritis affecting the spine and other joints. Our role is to provide information, support and resources for people with AS and their families; to campaign on their behalf for better health services; and to support research into the condition. NASS is a small team of ten full time members of staff and around 90 volunteer-led branches throughout the UK that provide regular supervised physiotherapy and hydrotherapy sessions.

Purpose of role

To be responsible for creating, delivering and measuring the performance of all marketing collateral, including e-newsletters, social media, publications, and website content. To support the Head of Communications and Marketing in brand management. To build an impactful portfolio of creatives, including photos, infographics and memes. To work with staff across the organisation to support their work with individual workstream audiences.

Key tasks

1. To create and deliver all marketing collateral and to work with colleagues in the communications and marketing team to schedule and deliver all campaigns across all workstreams.
2. To support the Head of Communications and Marketing in developing clear and compelling organisational and programme messages and ensure their use in all communications channels.
3. To create and commission a portfolio of creatives, including photos, infographics and memes.
4. To provide all marketing for our regional conferences and other events.

5. To work closely with staff and external agencies to ensure seamless integration of the organisation's brand into all communications.
6. To maintain our external profile, including managing the organisation's exhibition presence at external conferences and events.
7. To provide analytics/reports on communication campaigns.
8. To build and manage relationships with a range of external stakeholders.
9. To undertake training identified as necessary.
10. To undertake such other tasks as may reasonably be required.

PERSON SPECIFICATION

Job title Marketing, brand and design officer

	Essential/Desirable Criteria
Education and training	
• Degree or equivalent experience	Essential
• Willingness to undertake training and continuing professional development	Essential
Experience	
• Significant experience in a communications/marketing role	Essential
• Superb copywriting and creative skills	Essential
• Exceptional written and verbal communication skills	Essential
• An excellent eye for detail	Essential
• Experience in working with outside agencies and suppliers and negotiating and managing budgets for discrete projects	Desirable
• Experience in planning and executing a marketing plan	Essential
• Experience of digital media and excellent social media management skills	Essential
• Proficient user of Adobe creative suit and current social media tools and platforms	Essential
• Experience of using industry standard IT systems, social media platforms and design software	Essential
Personal attributes	
• Ability to build relationships and influence a range of stakeholders	Essential
• Collaborative and able to work well across functions	Essential
• Creative flair and an eye for design	Essential
• Ability to work flexibly in a small team	Essential
Other requirements	
• Willingness to travel across the UK as required	Essential

TERMS OF EMPLOYMENT

Contract	Permanent
Probation	This appointment is subject to a 6 month probation period.
References	This appointment is subject to receipt of 2 satisfactory references, both from previous employers.
Criminal Records Bureau	Due to the nature of the duties that you will be expected to undertake, you will not be required to undertake a CRB check at this time. However, you will be asked to complete a criminal record disclosure.
Health and Safety	NASS is committed to providing a safe and healthy working environment.
Equal Opportunities	NASS is committed to equal opportunities. All procedures and activities comply with legislation and best practice as determined by our Equal Opportunities Policy and Diversity and Equality Policy.
Annual Leave	25 days leave per year, plus 3 non-transferrable days in between Christmas and New Year, plus Bank Holidays
Group Personal Pension Plan	NASS makes an employer contribution of 10% towards your group personal pension plan
Training and Development	You will be encouraged to attend both in-house and external training and development activities to support you in your role. Financial support for external training may be available as appropriate.
Induction	NASS is committed to staff induction. This is an ongoing process from date of commencement in post.
Other	Travel expenses for journeys other than to the NASS office will be fully reimbursed.