

GDA Marketing and Communications Officer

May 2016

Background

The Guernsey Disability Alliance (GDA) brings together disability charities and individual members to achieve equality of opportunity for disabled islanders and carers.

Job Description

Job Title: Marketing and Communications Officer

Contract: 10-15 hours/wk (flexible)

Responsible to: Executive Director

Main Purpose: Create a long-term campaign to change attitudes by capturing the voices and experiences of disabled islanders and carers.

Place of work: GDA office and home working

Initial Duties:

1. Responsibility for the Marketing and Communication strategy for the GDA
2. Directly manage PR on behalf of the charity eg press releases, media relationships, organising opportunities for spokespeople
3. Develop published communication material for the GDA membership and the public eg fundraising leaflets, newsletters in partnership with our brand and web volunteers
4. Manage the GDA and We All Matter, Eh? Social Media content via Facebook, Twitter and other relevant mediums to meet our communications strategy (LinkedIn etc)
5. Organise innovative events that help empower disabled islanders and the families to speak directly to the States, community and other relevant bodies.
6. Build awareness and change attitudes by managing, developing and expanding the We All Matter, Eh? Campaign, Hidden Disabilities and social media video concept
7. Recruit and manage additional volunteers where appropriate
8. Assist the Exec Director and the Exec Committee with various duties as required.
9. As duties and responsibilities change, the job description may be reviewed and amended in consultation with the post-holder.

Person Specification

Essential

1. Experience of Marketing, PR, communications and event management
2. Empathy with disabled people and carers
3. Exceptional communication skills, able to communicate persuasively and clearly, both in writing and in person and change communications style to the audience
4. Ability to work well under pressure, prioritise a wide range of competing requirements and meet deadlines
5. Excellent planning and organisational skills
6. Ability to inspire and motivate others
7. Self-motivated, confident, reliable, practical, driven and determined
8. Excellent computer literacy with high competency and working knowledge of Word, Excel, Powerpoint and social media and preferably WordPress
9. Able to work flexible hours, including evenings, if required

Disclosure and Barring Service Check

Because the postholder will be working directly with disabled adults and children, an enhanced DBS disclosure will be requested in the event of a conditional offer being made.

Funding

This post of Marketing and Communications Officer for the GDA is funded by grants from the Lloyds Bank (CI) Foundation. It is anticipated that funding will be found to continue the post beyond this project period (6 months), but this cannot be guaranteed.

For more information

www.disabilityalliance.org.gg and www.matter.gg

www.facebook.com/GuernseyDisabilityAlliance

www.facebook.com/mattergg

Twitter: @GDA_Disability and @matter.gg