

**Communications &  
Campaigns Officer**  
Recruitment Pack



# Communications & Campaigns Officer

**Pay scale** £24-£32k per annum

Temporary until September 2021 (Maternity Cover)

Full time (37.5 hrs per week)

Flexible working opportunities will be considered

**Reports to** Campaign Manager (JU:MP)

## Your job to do

You will play a pivotal role in delivering our campaigns that that will have a real and lasting impact on the health and wellbeing of people in some of the most deprived communities in the country.

You will implement multi-faceted marketing campaigns with a strong digital focus. Your story telling skills, and social media knowledge will bring our campaigns to life and inspires audiences to improve their health and wellbeing.

Your excellent communication skills will mean you excite and engage audiences whether writing copy or engaging directly with the community face to face.

## JU:MP (Join Us: Move Play) Campaign

For three days a week your role will be dedicated to working on the [JU:MP \(Join Us: Move Play\)](#) campaign in north Bradford. This campaign is a four-year pilot programme, funded by Sport England, led by Active Bradford which aims to help children and families be more active. Magpie have been commissioned to lead the social marketing campaigns and we need a passionate individual that can help us to find new, pioneering ways of engaging with families and show that children need to move and play every day.

For two days a week you will get involved in implementing a wide range of campaigns that require social media and digital focus, creating positive behaviour change and impact for our clients.

## Main duties and responsibilities

- Support with creating and implementing communication campaigns, from initial scoping and insight through all stages of delivery to final evaluation.
- Break down campaign communication strategies into scopes of work, confidently managing communications between JU:MP team / clients and the Magpie team, providing intelligent timely responses.
- Create social media marketing plans (combining free and paid), generating content (through words, images, video and audio) scheduling, monitoring and analysing results.
- Advise the JU:MP team / clients on brand guidelines and how to create in-house branded documents such as reports, presentations and flyers.
- Work closely with the JU:MP Campaign Manager on any ad hoc projects including design, video or audio. Brief agreed work and timeline into the Magpie's creative studio team.
- Gather soundbites and videos from communities for use across a variety of marketing channels such as animations and social media.
- Write media pieces, press releases, newsletter content and blogs, tapping into the mood of the moment and topical 'hooks' for our campaigns.
- Identify case study and emotive story content across various campaigns.
- Be proactive about spotting opportunities to build online communities and influence the way our campaigns are talked about.
- Write and deliver training on practical, effective and appropriate use of social media/digital platforms.
- Create tailored communications toolkits for a range of audiences to help amplify our campaigns.
- Build and manage relationships with a range of stakeholders maintaining databases where required.
- Update website content following best practice and
- Liaise with Active Bradford to share messages, communication

toolkits, research and any other content that is related to physical activity or sport.

- Co-ordinate media buying, printing and merchandise liaising with key suppliers and maintaining inventories.
- Contribute to process evaluation.

### **General responsibilities**

- Positively promote Magpie through our channels; contributing content and monitoring our social media and website content.
- Represent Magpie at external events, when required, and to represent the business and its clients at all times in a professional and knowledgeable manner.
- Stay abreast of current issues facing our clients and campaigns and proactively join in the conversation, contributing to discussion on these topics.
- Deliver a great client experience, using every customer touchpoint as an opportunity to deliver Magpie's values.
- Adhere to relevant external legislation and compliance, and internal policies.
- Continually develop your understanding of behaviour science and engage in training to enhance the Magpie 6 for gold behaviour change approach.
- Participate in the annual performance appraisal process and show a commitment to learning and personal development, striving to make your best better.
- Undertake other duties not specifically stated above, which from time to time are necessary for the effective performance of the business without altering the nature or level of responsibility involved.

### **Essential skills & experience**

- 3+ years marketing campaigns and communications experience and/or a portfolio to match
- Educated to degree level or an equivalent qualification in marketing and communications and/or have an outstanding portfolio demonstrating experience across a range of communication disciplines
- Experience of developing (and monitoring/evaluating) high-profile integrated social media strategies that have helped achieve

organisational objectives

- Professional experience of managing content on a range of social media channels including but not limited to Facebook; Twitter, YouTube; Instagram and Google+
- Proven ability to develop and deliver effective marketing communication plans and strategies that create impact
- Excellent writing, editorial and proof-reading skills able to translate jargon and turn complex information into plain English
- Able to use digital analytic and reporting tools (such as Google Analytics)
- Able to prioritise workload in a high-pressure environment
- Experience of updating content on websites to ensure quality, user-friendly, dynamic content
- Adept at developing compelling multimedia content, including videos and graphics
- Strong interpersonal and diplomacy skills to build and manage relationships
- Experience of developing relationships with key social influencers that have helped achieved campaigns, communications, or organisational objectives
- Experience of working directly with senior stakeholders and confidently advising colleagues on social media
- A commitment to promoting health and wellbeing
- Commitment to Magpies values to: inspire; excite; engage; collaborate; persist and believe
- Empathetic and personable
- Commitment and enthusiasm
- Excellent listening skills
- Proactive and able to use your initiative

### **Beneficial skills**

- Proficient in Adobe cloud software including Acrobat, Photoshop, Illustrator, InDesign and Premiere Pro (or similar video editing software)
- A knowledge and understanding of the communities that our campaigns are targeting (particularly in Bradford)
- Delivering training sessions for groups and individuals at all levels
- Valid driving license and access to a car
- To be able to speak one or more of the following languages: Punjabi, Urdu, Bengali

## **You are a Great Campaigner**

You are responsible for delivering the Great Campaign for clients, delivering work in response to the campaign strategy and providing real expertise in campaign design that truly creates impact.

### **You take initiative**

You never wait for the perfect brief or overlook the potential within each project. Every day, you aim to be part of the solution to the world's greatest challenges.

### **You create impact**

You see success as the sum of small actions you take.

### **You establish momentum**

Change doesn't come overnight. Each day, you pay attention to the small details.

### **You are driven by purpose**

Positive energy and social good emits from within and is felt across the team you work with. Your only agenda is to work as one within the team, to succeed together and to respect the expertise each of us brings.

### **You step up**

You get the job done, whatever it takes. Our clients, the communities you serve, and their campaigns always come first.

## **Life at Magpie**

At Magpie you won't find big egos, just big ambitions. We're a friendly and talented team, dedicated to making positive change. Here are some of the things you can expect from joining us...

**Profit share** - Our employees each get a share of our profits. Every year we distribute a sixth of our profit equally amongst the team. The more impact we make, the more we are rewarded.

**Vision days** - Every year we host a 'vision day' where the whole team inputs into our plan for the year ahead. These days also give us a chance to pause, reflect and celebrate the great things we have achieved together.

**Investment in you** - We invest significantly on training, development and rewards. Our mentors are selected because of their specialist skills — some have even worked with Olympic gold medalists.

**Flexible working** - A good work-life balance is important, so we support flexible working and all of our work is cloud-based for effective remote working. We are all currently working at home and in the future we will have a blended approach to working at home and in our studio at Munro House.

**Supporting causes** - We featured in Just Giving's top 5% of fundraisers. We're proud to have supported some great projects and causes over the years and even offer our team a day of paid volunteering a year.

**Your Great Campaign** - Every team member has a Professional Development Plan which roadmaps their progression and helps them achieve their personal goals.

**Our culture** - We always do what it takes to achieve impact whilst protecting each others' wellbeing. We are stimulated and challenged whilst always feeling supported.

## Interested?

Send a cover letter explaining relevant skills, experience and what you'd bring to the role, along with your CV to [emma@wearemagpie.com](mailto:emma@wearemagpie.com) by Thursday 17 December.

Interviews will take place on a rolling basis via video call.

Magpie is committed to promoting a diverse and inclusive environment and is proud to be an equal opportunities employer - a place where we can ALL be ourselves and succeed on merit.

[www.wearemagpie.com](http://www.wearemagpie.com)  
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