



## JOB DESCRIPTION

<b>Role Title:</b>	Marketing & Communications Executive
<b>Reports to:</b>	WSX Programme Manager
<b>Salary:</b>	£32,000, pro rata 2-year contract, part-time, 22 hrs a week, home-based

### Role Purpose:

- To support the successful delivery and dissemination of our Start-Up projects
- To manage a range of marketing & communications activities around our Start-Up projects
- To make other people aware of the great work we do using a wide range of channels and platforms
- To ensure successful activity, knowledge and intelligence sharing within the team and organisation

### Key Tasks:

1	To develop and implement an overall marketing and communications plan for our Start-Up projects and specific activity strands.
2	Organise marketing collateral as required to promote and raise awareness of the projects and contribute to project targets.
3	Manage and maintain our social media platforms.
4	Instigate marketing and promotional campaigns to support the project in conjunction with Programme Managers in the field.
5	Build effective relationships with colleagues and coordinate production of project communications to participants and stakeholders (e.g. newsletters).
7	Ensure project branding guidelines are adhered to on all marketing and PR material.

### What kind of person are we looking for? Ideally you:

- Have excellent writing and communication skills.
- Are skilled and experienced working across a wide range of media.
- Have strong interpersonal skills, are an entrepreneurial team player with the desire and ability to work effectively.



- Excellent knowledge of MS Office/Teams, marketing computer software and online applications (CRM tools, online analytics, e-mail marketing software, project management tools and Zoom etc.).
- Are passionate about helping people build better futures.

WSX Enterprise is an equal opportunities employer and positively welcomes applications from all candidates fulfilling the job requirements, regardless of race, age, gender, sexual orientation, religion, or disability.