



Marketing Officer

Application Brief

Action on Smoking and Health (ASH) Wales
Cymru is a registered charity (1120834)

About ASH Wales

Our mission is to achieve a smokefree Wales by working for strong tobacco control policy. We work to raise awareness of the health, social and economic effects of smoking by working with communities, young people and partners across Wales.

We work on projects, campaigns and policy in order to achieve a reduction in, and eventual elimination of, the health problems associated with smoking and tobacco use.

We're experienced and knowledgeable about tobacco control and smoking issues, and we're happy to share our experience with others. We are involved in a wide range of activities including coordinating professional networks to bring together people in Wales working in tobacco control.

Our key activities

- We communicate the issues relating to smoking and tobacco use in Wales
- We build effective networks of interested parties working in tobacco control in Wales
- We provide support and advocacy to individuals and projects in the tobacco control arena, and to those who are not adequately represented in public health policy or practice
- We lobby for public health measures to protect the health of all people in Wales from the harm caused by smoking and tobacco
- We research and develop policy and projects in the areas of smoking and tobacco control

ASH Wales invites applications for the role of Marketing Officer

Job Description

Post Title	Marketing Officer
Salary	£20,000
Conditions	Out of office hours work may be required Travel throughout Wales may be required.
Contract Period	This is a full-time post. 12 month contract.
Responsible to:	Senior Creative Design and Marketing Officer
Location	Cardiff Office

Purpose of the role

The Marketing Officer will play a key role in helping ASH Wales to reduce smoking prevalence across Wales and protect people from the harm of second-hand smoke. We're looking for someone to support the communications team and mobilise our movement of a Smokefree Wales.

You will be responsible for planning and producing campaign content and activities, working closely with campaign partners and community groups. You will also produce marketing materials, develop content for the websites and ensure our campaigns are intergrated across all charity activity. You'll have the opportunity to develop your marketing skills and make your mark.

This is an exciting and varied opportunity to work as part of an ambitious team.

The person

You need to be talented, ambitious and energetic. You must deliver amazing results in a fast paced environment. You will be a creative, passionate communicator with the ability to think outside the box. As part of a team of passionate communicators you will want to put our campaigns on the map.

Key responsibilities and duties

Marketing

- Produce and develop marketing materials and content for social media including campaign films, case studies, newsletters and blogs.
- Liaise with printing companies and distribution marketing/campaign materials.
- Undertake market research, disseminate surveys and establish the best way to reach target groups.
- Measure and analyse the impact of marketing campaigns and prepare measurement reports using analytic tools. Make recommendations for improvement.
- Oversee and update the website(s) campaign pages, optimising its search engine hits.

Campaign work

- Support the Communications team to plan engaging national campaigns.
- Liaise and build good relationships with partners and other organisations to ensure effective communication and opportunities for campaign development.

All staff are expected to

- Positively support equality of opportunity and equity of treatment to colleagues in accordance the Equal Opportunities legislation
- Help to maintain a safe working environment by: attending training in basic and specialist health and safety requirements as necessary, both on appointment and as changes in duties and techniques demand.
- Following local codes of safe working practices.
- Undertake such other duties within the scope of the post as may be requested by the Senior Marketing Officer.

Person Specification

Criteria	Essential	Desirable
Education/Qualification and Training		
A degree in a relevant field e.g communications, marketing or equivalent		X
Experience		
Experience of working in the charity sector		X
Marketing or Communications experience	X	
Experience of managing a website and/or social media channels	X	
Exeperience of using market research tools such as Survey Monkey and Google Analytics.		X
Knowledge/Skills		
Excellent written and verbal communication skills	X	
Ability to build and maintain relationships with 3rd parties	X	
Knowledge of tobacco control and/or public health		X
Ability to identify opportunities and turn them into workable plans	X	
Skills with Adobe software - Photoshop, InDesign, Illustrator		X
Accuracy and attention to detail	X	
Excellent social media skills	X	
Video production and editing skills		X
Knowledge of SEO		X
Personal Characteristics/Other requirements		
Good interpersonal skills and ability to work as a member of a team	X	
Ability to work in an organised manner	X	
Drive and a genuine interest in public health	X	
Initiative and creativity - the ability to think outside of the box	X	
Ability to meet tight deadlines, to manage competing priorities and to work independently	X	
Ability to multi-task and manage multiple projects	X	
Ability to speak Welsh		X
Eligible to work in the UK	X	

Recruitment Process & Timetable

Short-listed candidates will be advised by telephone immediately after formal short-listing as to the outcome and advised of the arrangements. Those applicants not short-listed will be advised by letter.

Closing Date for Applications: Thursday 25th January 2018

Response Instructions

How to apply

Please complete the attached application form showing how you meet the criteria for the above post. Please note your application will not be processed if you cannot demonstrate that you have all the essential criteria noted above. For monitoring purposes please complete the equal opportunities form. Send applications to: adele@ashwales.org.uk

The Application:

Please complete the application form as comprehensively as possible. You may supply additional material if relevant, but unfortunately it is not sufficient to only send a copy of your Curriculum Vitae. References will be taken up at the interview stage, if you would prefer that your current employer is not approached at this stage, your second referee should be either a previous employer or someone who can comment on your abilities in a work context. It should be noted also that you may be required to undertake a DBS check.

Person specification:

The person specification describes the skills, experience, abilities and other factors we shall be looking for when selecting applicants. Please read this carefully and address how you fulfill each point on the specification giving concrete evidence of your skills and experience.

Equal Opportunities:

Please ensure that you complete the equal opportunities monitoring form. The information enables us to evaluate the effective operation of our equal opportunity policy and procedure. The contents of the form will be treated as strictly confidential and will be removed before the shortlisting process.

ASH Wales is committed to making appointments on merit by fair and open processes, taking account of equal opportunities. Applications are particularly welcomed from people with disabilities, women and members of minority ethnic groups.