



Communications Coordinator

£30,559 - £32,654 per annum (full-time) plus 8% pension contribution

NJC Pay Scale 18 - 22

27 days annual leave (plus bank holidays)

Reports to MLMC Senior Project Coordinator

Overall Job Purpose

Maintaining and developing the charity's communications across multiple platforms including the website, social media and print to support charity activities, campaigns and profile. The role will help the charity to increase its membership base, grow involvement in projects, deliver campaign messages, promote events, and attract funding.

Overview of MLMC

In line with the values and mission of My Life My Choice (MLMC) the role will involve working together with people with learning disabilities in order to deliver a high-quality service. MLMC's projects are...

- **Travel buddy** – a project whereby adults with learning disabilities are paid to support their peers to travel independently using public transport, bicycle, or on foot
- **Professional services** –paid people with learning disabilities are supported to conduct research, inspections, consultancy and training for peers and professionals
- **Health & Happiness** – a programme of 1-to-1 support, accessible guides, and workshops aimed at improving health and happiness of our members
- **Gig buddy** - volunteers support people to get out & take part in activities they enjoy. A user-led nightclub, Games Club, and Walking club form part of this work
- **Computer buddy** – providing free devices for those without and training support for these and others
- **Monthly self-advocacy groups** where members meet their friends, discuss their lives, speak up, and gain new knowledge/skills
- **Champions** who lobby, campaign and act as consultants on local and national committees/forums in order to impact on policy and good practice.



Job Description

Main purpose

To coordinate MLMC communications, promotion and marketing

Main responsibilities and tasks

- Manage & produce creative, up-to-date content, including photographs, blogs, audio & film for website, campaigns, social media & publicity
- Lead on producing promotional content with members
- To lead development & enhancement of the MLMC image/brand, ensuring it is consistent and aligns with the organisation's strategy and vision
- Evaluate the success of marketing campaigns, setting and tracking key metrics, feeding learnings back into future work in a cycle of continuous improvement.
- Attend networking and publicity events and develop links with partners. Support staff and members to do likewise
- Monitor, develop and update the MLMC website using WordPress
- Monitor, develop and update social media (currently X, Facebook and LinkedIn)
- Work closely with MLMC staff, Champions and members in delivering MLMC campaigns and projects, advising on communications and marketing.
- Lead on the delivery of the larger MLMC events, e.g. AGM, funding celebrations
- Maintain an overview of MLMC's project work, identifying opportunities for promotion and ensuring this is balanced, proportionate and effective across all projects.
- Publicise all MLMC projects/events to maximise beneficiary & supporter involvement
- Use MailChimp to produce and deliver e-newsletter for supporters and e-newsletter for members
- Produce and coordinate hard copy "Includer" newsletter mailout for members using Canva

- Take the lead in producing MLMC promotional, training and campaign films
- Lead on the development and coordination of targeted marketing campaigns e.g. Travel Buddy Franchise, recruitment, Legacy Giving, Professional Services work
- Increase MLMC membership and manage database
- Lead on and collate MLMC's annual engagement and impact data. Deliver annual Impact Report
- To produce the charity's Annual Report in partnership with the Charity Coordinator
- Manage media enquiries, issue press releases and engage with newspapers, TV and radio
- Working independently and with our providers (currently Computer Assistance) to support MLMC staff on matters of IT (e.g. anti-virus, repairs, and troubleshooting).
- Support the senior MLMC staff team with ad-hoc tasks e.g. CRM database research

Generic

- Assure the organisation and its mission, programs and services are consistently presented in a strong, positive image to relevant stakeholders. Representing the charity with its members at key forums and meetings
- To observe MLMC's Equal Opportunities Policy
- To observe strict confidentiality with regard to MLMC's records and information
- To be responsible for the safe keeping of MLMC's equipment
- To observe MLMC's Health and Safety Policy
- The role may, at times, involve some weekend and evening work
- Undertake such other duties and tasks commensurate to the character of work. Therefore, the above list of main tasks in this job description should not be regarded as exclusive or exhaustive



Person Specification

Experience and skills

Essential

- Commitment to the practice of empowering people with learning disabilities to have choice and control over their lives.
- Experience/knowledge of WordPress for website design/development/management (no coding required) and effective working with social media (e.g. X, Facebook, YouTube)
- Proven ability to write succinct, intelligent, creative copy that can be used for fundraising and communications
- Ability to deal with the press (including issuing press releases & pitching to publications)
- Ability to research, design and write publicity material
- Ability to connect and network with a wide range of people through a broad variety of communication methods
- Excellent administration/coordination skills.
- Methodical and well organised, with the ability to prioritise.
- Experience of producing film, recording, photography and editing content for website, social media and publicity purposes
- Self-motivated, diligent, resilient, and positive with a “can-do” attitude
- Ability to organise own workload, be able to work well under pressure and to work to deadlines
- Good facilitation, presentational, written, training and organisational skills
- Advanced IT Skills including MS Office. Experience of using a CRM or equivalent package
- Experience of using MailChimp and Canva

- Willingness to learn and to be adaptable to change
- Willingness to travel throughout Oxfordshire
- Willingness to follow instruction and to work to objectives.

Desirable

- Knowledge of learning disability legislation and issues
- Experience of developing, monitoring and reviewing projects
- Experience in supporting people with learning disabilities to achieve their goals.

Key responsibilities applicable to all staff

Training and development

To undertake training and development activities as agreed with the Charity Coordinator for personal development related to the post, if necessary.

Health & Safety

Ensure that all work is undertaken in accordance with safety legislation rules and regulations. To follow procedures and be aware of matters that relate to the duties of the post.

Use of Resources

Ensure value for money and best use of resources in all activities related to the post.

Comply with My Life My Choice's values:

- All projects are led by people with learning disabilities
- We value and use people's skills and then achieve great things with exciting projects
- We encourage and empower people with learning disabilities to achieve the best they can
- We work with communities in Oxfordshire to get real change for people with learning disabilities
- People with learning disabilities make decisions in the group or community
- We campaign for positive change
- We involve people in activities and roles, so they can further develop their skills and confidence
- We involve people in seeing the way forward and the changes needed to get there
- Our staff are expected to be passionate about, and proud of their role. Team working is fundamental to our standards, by assisting others and taking on additional responsibilities/tasks if necessary. We are also results driven, positive, pro-active, committed and self-motivated to achieving targets, embracing accountability for our own actions.

This is a summary of the main terms and conditions

Job Title

Communications Coordinator

Location

This post is based at Watlington House, Watlington Road, Cowley, Oxford, OX4 6NF.

Salary

The full grade for this post is NJC Scale 18-22 and the salary is £30,559 - £32,654 per annum. Salaries are reviewed annually as at 1st April

Hours of work

You will normally be expected to work 7.5 hours per day, for 5 days a week but alternative arrangements may be negotiated prior to contract offer.

Benefits

- **Pension** - You will be enrolled in the MLMC's staff pension scheme and MLMC will contribute equivalent to 8% of your earnings which is 5% more than the statutory requirement
- **Holidays** - Holiday entitlement for this post is 27 days per annum (plus bank holidays) pro rata; additional leave entitlement pro rata after 2, 5 and 10 years' service.
- **Flexible working, working from home & Time off in Lieu (TOIL)** - There is an ability to work flexible hours, take TOIL and home working is part of our culture
- **Health care plan** – Claim up to £1,650 towards such health costs as dental, optical, health screening, and therapies. Included is a counselling, information and advice service for employees.
- **Life Assurance** – Up to four times annual salary paid to dependents upon employee death in service
- **Additional** – Weekly office fruit basket, £100 pa towards a health and wellbeing activity, and cycle to work scheme (save up to 40% on cost of new bike)
- **Staff parking** – Free of charge, dedicated parking spaces available although we encourage staff to walk, cycle (we have bike racks), and/or use public transport
- **Business mileage** paid to private car users at official HMRC rate of 45p per mile and to bicycle users at 20p per mile.

Information for Candidates

Interview and Selection

A panel including members from the MLMC Board of Trustees will carry out interviews.

References

If offered the position, one of the 2 references must be from your current or most recent employer and the referee should be either your line manager or the personnel department.

Disclosure and Barring Service (DBS)

The post involves working with vulnerable people and My Life My Choice will seek clearance from the Disclosure and Barring Service (DBS) prior to your starting.

Right to work in the UK

It is an offence to knowingly employ anyone who does not have the right to work in the UK. If, after interview, you are offered this job you will need to prove your right to work in the UK.