

COMMUNICATIONS & MARKETING COORDINATOR

ABOUT TEMPO

Tempo Time Credits is a charity serving communities across the UK by engaging, encouraging and enabling volunteers. We provide the glue which binds local voluntary partnerships and community-based solutions.

Tempo Time Credits galvanises community organisations to drive positive change for themselves and be more resilient through more individuals and more diverse groups of people volunteering. The Time Credits model is based on a fundamental principle that Volunteer's time is valuable and should be valued.

Tempo Time Credits are the thread that connects volunteers, third sector, services, and businesses together through our projects and Tempo Time Credit networks. We do this through a digital time credit system that recognises and rewards volunteers for the hours they give. Volunteers can then exchange these for activities and experiences – like cinema tickets, entry to visitor attractions or a swim or gym session.

Tempo's culture is at our core and our staff team operate in line with our workplace values which are: –

- **Everyone's contribution** – We encourage self-belief, mutual respect, and recognition.
- **Ambition** – We have a can-do attitude, are hopeful, resilient, and positive.
- **Connection** – Passionate people, teamwork and collaboration are key to our success.
- **Creativity** – We are curious and inventive; we encourage fun and imagination to achieve this.
- **Resourcefulness** – We learn together, share our expertise, and strive for efficiency.
- **Integrity** – We are authentic and honest. We take our commitments seriously and take accountability for delivery.

Being a key member of our team is fun, challenging, inspiring, engaging and it matters.

WHERE WE ARE TODAY

This is a challenging time for many community organisations, volunteers and recognition partners too – it's also a time when our model and support is needed more than ever. Tempo has worked with: –

- 40 commissioned programmes.
- 1,500 charities.
- 15,000+ people currently volunteering.
- 1.25 million Tempo Time Credits earned to date.
- 750+ business venues offering reward and recognition opportunities.
- Developed the first national Time Credit network in the world.

Across the UK the recognition of Tempo Time Credits is growing, amongst parliaments, local authorities and corporates and our visibility is increasing through national press and support from key parliamentarians.

ABOUT THE ROLE

This is an exciting and challenging role for a professional with significant experience in both marketing strategy and implementation and with the drive to shape the future of Tempo's communications.

The ideal candidate must have the ability to creatively develop and deliver innovative and effective marketing and campaign strategies. A team player, you are comfortable working on a social media account or writing copy, alongside contributing to strategic discussions and developing campaigns. You need to be organised, able to work under pressure, pro-active, a self-starter, and have a track record of achievement within a similar role.

You will drive and coordinate communications across the organisation in order to raise our profile with key audiences and support the organisational scaling strategy. You will work closely with others to develop our communications and marketing strategy and content; manage key communications channels including our website, newsletters and social media; and coordinate with network teams to generate content and quality assure communications across the organisation.

You will be able to communicate effectively about the work of Tempo, build relationships quickly and work collaboratively with a range of team members to achieve a goal. You are target driven, with the ability to stay on top of a varied and demanding workload.

You are passionate about developing communities and about creating positive, lasting societal change. This role would suit someone looking to move from corporate communications and marketing into the charity sector or someone already working in the sector and seeking a new challenge.

KEY RESPONSIBILITIES

- Support and implement a Marketing & Communications plan that helps to drive Tempo's profile forward
- Implement new and creative ideas to develop brand awareness; powerfully communicate the impact of Tempo's work; and enhance engagement with our diverse range of key stakeholders i.e. public sector partners, third sector organisations, policy makers/politicians, individual members/volunteers
- Work with the Business Development team to develop and execute marketing campaigns, events and new areas of focus in line with the sales strategy
- Work closely with the Central Support and Operations teams to oversee network communications. This includes oversight of programme communications, creation of a social strategy and developing resources
- Develop and create exciting and engaging social media content to improve engagement with followers, communities and volunteers. Have a real understanding of appropriate platforms for the different audiences.
- Creation of engaging and compelling communications content and assets such as national newsletters, publications and dissemination reports
- Writing blogs and articles for our website and external publications
- Copywriting across a broad mix of communications channels
- Responsible for brand implementation – ensure consistency in the messaging and look-and-feel of all internal and external comms and marketing materials
- Oversee our website and content, monitor and report on online engagement
- Support the senior management team in the negotiation of costs and management of key suppliers including creative agencies, designers, printers, copywriters, media providers and other
- Identify and pursue appropriate press and PR opportunities to support marketing of our events and promotion of our activities, important milestones and research/impact reports. This includes writing press releases and developing relationships with press contacts
- Support for CEO and Board on external communications
- Internal communications support including developing messaging and copy

- Presenting communications plans to colleagues across the organisation in order to ensure support from other teams
- Marketing budget management and internal reporting
- Project management of campaigns and associated activities

In addition.

- To carry out health and safety responsibilities in accordance with the Health & Safety Responsibilities document.
- To undertake such other duties and responsibilities commensurate with the band, as may be reasonably required by Tempo, or as a mutually agreed development opportunity.
- Protecting Children and Vulnerable Adults is a core responsibility of all staff. Staff are expected to alert their line manager to any concerns they may have regarding the abuse or inappropriate treatment of a Child or Young Person, or Vulnerable adults.

PERSON SPECIFICATION

This Person Specification sets out the knowledge and / or qualifications, past experience and personal competencies that would be ideal for this particular post. The Knowledge/Education and Experience/Skills sections describe what is required in terms of the technical ability that is needed to do this job successfully.

The Competencies section describes the kinds of non-technical skills, abilities and personal characteristics that the ideal person for this particular role would have. The competencies describe how that person would ideally work with other people and how they would approach their responsibilities.

The Special Conditions section describes any other qualities appropriate to the particular circumstances associated with this role.

ATTRIBUTE	ESSENTIAL	DESIRABLE
KNOWLEDGE / EDUCATION	<ul style="list-style-type: none"> o At least two years' experience of working in a marketing role o Knowledge and proficiency in the use of Microsoft Office packages 	<ul style="list-style-type: none"> o Relevant degree or equivalent work experience o Recognised qualification in marketing o Member of the Chartered Institute of Marketing o Knowledge and proficiency in other IT applications, including, Mailchimp, Eventbrite, Survey monkey,

		Adobe suite including InDesign
EXPERIENCE	<ul style="list-style-type: none"> o Evidence of planning and delivering successful integrated marketing campaigns (online and offline activity) o Involvement in digital marketing campaigns using social and other channels o Ability to read and interpret data for the purposes of evidence-based marketing planning o Experience of working on website content (planning and copywriting) o Commissioning and managing suppliers o Copywriting and editing across a range of comms channels. o Brand Creative and content writing. 	<ul style="list-style-type: none"> o Experience of ad management on Facebook and other social platforms o B2B marketing experience o Familiarity with the charity sector

COMPETENCIES

LEADERSHIP

Decision Making	<ul style="list-style-type: none"> o Takes decisions as necessary based on the information available o Involves and consults internal and external stakeholders early in decisions that impact them
Strategic Thinking	<ul style="list-style-type: none"> o Works with a view to the future, prioritising own and others' work in line with Tempo objectives

DELIVERING RESULTS

Planning & Organising	<ul style="list-style-type: none"> o Prioritises work in line with key team or project deliverables o Makes contingency plans to account for changing work priorities, deadlines and milestones o Pays close attention to detail, work is delivered to a high standard
Research, Evaluation & Analysis	<ul style="list-style-type: none"> o Analyses and integrates qualitative and quantitative data to find new insights o Translates research and evaluation outcomes into concise, meaningful reports o Identifies relevant and practical research questions for the future

WORKING WITH OTHERS	
Building & Maintaining Relationships	<ul style="list-style-type: none"> ○ Develops new professional relationships ○ Identifies opportunities for joint working to minimise duplication and deliver shared goals
Communicating & Influencing	<ul style="list-style-type: none"> ○ Communicates openly and inclusively with internal and external stakeholders ○ Influences others and gains buy-in using compelling, well thought through arguments (L3) ○ Persuades others, using evidence-based knowledge, modifying approach to deliver message effectively
ORGANISATIONAL CONTEXT	
Responding to Change	<ul style="list-style-type: none"> ○ Maintains a focus on key priorities and deliverables, staying resilient in the face of pressure ○ Anticipates and adapts flexibly to changing requirements
SPECIAL CONDITIONS	<ul style="list-style-type: none"> ○ Flexible regarding working hours including evenings & weekends ○ Willingness & ability to travel independently. ○ Some regional travel and national travel with overnight stays.

THE CONTENTS OF THE DOCUMENT WILL BE SUBJECT TO REVIEW FROM TIME TO TIME IN CONSULTATION WITH THE POST HOLDER. JOB DESCRIPTIONS MAY BE AMENDED TO REFLECT AND RECORD SUCH CHANGES.