



JOB DESCRIPTION

Title:	Marketing and Communications Officer
Area of Responsibility:	Promotion of CAT's activities through marketing and communications
Responsible to:	Co-Heads of Marketing and Communications
Responsible for:	No line management responsibilities
Contract type:	Permanent
Responsibility Grade:	4
Salary:	£24,174.5
Location:	Regularly working at CAT's eco centre, Machynlleth, Mid Wales with opportunity for some flexible home working
Hours:	Full-time: 37.5 hours per week
Working Days:	Normally Monday to Friday, with occasional evening/weekend working
JD Date:	02/08/2024

ABOUT THE CENTRE FOR ALTERNATIVE TECHNOLOGY

The Centre for Alternative Technology (CAT) is an internationally renowned environmental charity, a world-leading eco centre, and one of the foremost providers of postgraduate environmental education in the UK, based near Machynlleth in Powys, Mid Wales.

CAT provides inspiration, education and training in solutions to the climate and biodiversity emergency.

Key activities include a visitor centre where people can see solutions in action, residential short courses, vocational training and postgraduate degrees in a wide range of sustainability-related topics, with online courses and events offered alongside in-person learning.

OVERVIEW OF ROLE

The Marketing and Communications Officer will focus on producing high quality bilingual written and visual content across a range of media, including social media, web content, promotional emails, printed materials, press releases and feature articles.

Working within the marketing and communications team, you will be confident in translating CAT's marketing and communications strategy and plan into written content for different platforms and publications. The role will provide support for the promotion of all areas of CAT's work, including helping with online listings and other advertising, assisting with events at CAT and elsewhere.

You will have experience in copywriting and editing, with a demonstrable ability to adapt your copy to suit different platforms and audiences, as well as being a strong proofreader with a good eye for detail.

We often work to tight deadlines so you will be happy to work quickly and effectively to produce strong, impactful content in support of the marketing and communications strategy.

This is a key role in helping to support and promote CAT's mission to inspire, inform and enable humanity to respond to the climate and biodiversity emergency.

MAIN RESPONSIBILITIES

General duties

- Contribution to marketing and communications strategy and planning.
- Contribution to CAT-wide media and marketing work as required.
- Provision of assistance and cover for others in the team as required.
- Assistance with administrative duties including invoice coding, timesheets and all other paperwork.
- Any other appropriate duties as defined by the departmental managers.

Duties specific to Marketing and Communications Officer

- Sourcing and production of high-quality content in support of communications and marketing plans.
- Writing, copyediting and proofreading content including blogs for CAT's website and CAT's in-house supporter magazine, Clean Slate and other key communications from across the organisation.
- Working with the Digital Marketing Officer and Co-Heads of Marketing and Communications to plan out, write and edit social media content, including copy for multimedia formats.
- Plan and capture video and photo content from CAT's activities for the purposes of promotion and communications.
- Support all aspects of CAT's promotion, including attending events and fairs, placing adverts and updating online listings, and promotion through external mailing lists, flyers, posters and writing presentations.
- Work with CAT's graphic designer to help produce print advertising.
- Regularly checking that on-site promotional materials are available and up-to-date.
- Carrying out market research and analysis to inform promotion strategies.
- Keeping up to date with environmental issues and solutions.
- Undertake daily administrative tasks to support the department's activities.

PERSON SPECIFICATION			
Description	Essential	Desirable	How evaluated
<i>Education and qualifications</i>			
a Good level of general education	*		Application form and evidence of qualification
b Relevant professional qualification		*	
<i>Knowledge and experience</i>			
c Good knowledge of marketing and communication principles and tactics		*	Application form, interview and references
d Experience of working in the third sector		*	
e Experience of copywriting and copyediting	*		
f Experience of producing/adapting copy for a range of different audiences and platforms	*		
g Experience of juggling multiple projects and deadlines	*		
h Good working knowledge of environmental issues and solutions	*		
i Experience of working in a marketing, sales or customer-facing role	*		
<i>Aptitude and skills</i>			
j Excellent written communication skills	*		Application form, interview and references
k Strong interpersonal communication skills	*		
l Excellent organisational and time management skills, including ability to meet tight deadlines	*		
m Ability to communicate fluently in Welsh	*		
n Strong IT skills	*		
<i>Personal attributes</i>			
o Ability to work effectively as part of a team	*		Application form, interview and references
p Ability to work unsupervised and to direct own work	*		
q Ability and willingness to maintain absolute confidentiality of sensitive information	*		
<i>Circumstances</i>			
r Ability and preparedness to work flexibly		*	Application form, interview and references
s Prepared to travel occasionally to meet post related demands	*		
t Empathy with the ethos and core values of CAT	*		

It is in your own interest that you are explicit in your application about how you meet the stated criteria and responsibilities of the job. You are encouraged to provide relevant and explicit examples.