

PR / Marketing / Social Media Director - Role and Responsibilities

Role summary

To lead and be responsible for creating, implementing, and measuring the success of a comprehensive marketing, communications/ social media and public relations program that will enhance ACE's image and position within the marketplace and with the general public.

Main responsibilities along with other Trustees / Directors

- Actively contributing to setting policy and strategic direction, defining goals, setting targets, and evaluating performance.
- Actively seeking to further the strategic objectives of ACE and always acting in the best interests of the organisation.
- Monitoring whether the organisation complies with its governing document.
- Monitoring the financial position of the organisation and ensuring that it operates within its means and objectives, and that there are clear lines of accountability for day-to-day financial management.
- Supporting the development of the organisation through participation in agreed projects.
- Committed to ensuring highest standards in policies and practice related to PR, marketing and social media and in accordance with charitable objectives, Articles of Association, and Companies and Charity Acts.
- Implementing company policies and practices in the context of furthering charitable objectives and evaluating how they impact beneficiaries and staff.
- Ensuring long-term strategic oversight of the organisation's PR, Marketing, communication / Social media personnel and staffing requirements in relation to the overarching goals of the charity.
- Adhere to the Nolan principles of public life.

Main responsibilities of PR Marketing, Communications and Social Media Director

- Ensure articulation of ACE's desired image and position, assure consistent communication of image and position throughout the organization, and assure communication of image and position to all stakeholders, both internal and external.
- Responsible for editorial direction, design, production, and distribution of all ACE publications.
- Coordinate media interest in ACE and ensure regular contact with target media and appropriate response to media requests.
- Act as ACE's representative with the media.

- Coordinate the appearance of all ACE's print and electronic materials such as letterhead, use of logo, website, brochures, etc.
- Ensure that the organization regularly conducts relevant market research and coordinate and oversee this activity. Monitor trends.
- Implement marketing and social media strategies that cultivate relationships with media, engage our target audience and boost ACE awareness.
- Maximize ACE presence on various channels (e.g., web, social media) staying up to date on social media trends, monitoring all social media platforms to determine engagement and developing social media campaigns for special events.
- Leads projects as assigned, such as marketing and special events.
- Ensure the maintenance of the ACE website by keeping it regularly updated.
- Provide regular reports to the Board / trustees on areas of responsibility.

Person description

Essential

- Experienced in creating and implementing PR, marketing, and social media campaigns.
- Knowledge of social media management tools.
- Expertise in different social networks, including Facebook and Twitter.
- Excellent communication and presentation skills with confidence to serve as the company's spokesperson.
- Creative abilities.
- Attention to detail.
- Ability to foster long-term relationships with key professionals.

Desirable

- Previous experience at Director level, ideally within the charity sector.
- Passionate about positive change.
- Experience with digital marketing forms such as social media marketing.
- Competency in Microsoft applications including Word, Excel, and Outlook.