

Job description:
Sobus Media Capture & Marketing Officer

Employment type: part time (15 hours per week), flexible work pattern
Contract term: 12 months
Salary: £28k - £32k per annum, pro rata (dependent on experience)
Location: Sobus, Dawes Road Hub, Fulham, plus outreach to various locations throughout Hammersmith & Fulham

Job Purpose:

The purpose of this role is to raise the profile of the services and impact of Sobus, and the wider VCS community in Hammersmith & Fulham. The Media Capture & Marketing Officer will be responsible for capturing, on a weekly basis, high quality, insightful and inspiring media from Sobus services and projects, together with regular showcasing of local VCS services and achievements. The role offers flexibility to accommodate the needs of the individual as far as is reasonably practicable with regard to the needs of the organisation.

Responsibilities:

1. Content creation:
 - Capture and develop compelling content for marketing materials, including social media posts, website copy, blog posts, newsletters and other promotional materials
 - Coordinate with team members, website developers, graphic designers and videographers to create multimedia content that showcases Sobus's services, successes and impact
 - Ensure consistency in messaging and branding across all marketing channels
 - Manage and maintain the Sobus website
2. Develop Marketing Campaigns
 - Assist in creating and executing comprehensive marketing campaigns to raise awareness of Sobus and its services
 - Collaborate with Sobus colleagues to identify key messages and target audiences for each campaign
 - Utilise various channels, including social media, email marketing, newsletters and traditional advertising to reach and engage with the community.
3. Event promotion
 - Support the planning and promotion of outreach and funding events, and other events hosted by Sobus and our partners
 - Develop event marketing materials, including invitations, posters and social media graphics
 - Coordinate with event organisers to maximise attendance and engagement

Person specification/required experience

- Proven experience in media capture, marketing, public relations or related fields
- A regular and dynamic user of, and proven experience and proficiency in social media management, content creation and digital marketing tools.

- Excellent written and verbal communication skills, with the ability to craft compelling messages and narratives
- Strong interpersonal skills and the ability to build relationships with media and social media contacts, stakeholders and community members
- Creative thinker with the ability to develop innovative marketing strategies and campaigns
- Basic knowledge of PR best practice, media relations and event promotion strategies.

How to apply

Please send your CV and a covering letter, outlining your suitability for the role to:
Sue.spiller@sobus.org.uk

Closing date: 5pm, Monday 24th March 2025

Interviews: Wednesday 2nd April