



Post: Marketing and Communications Manager

Department: Marketing and Communications

Reports to: Regional Partnerships Manager

Working Hours: Full time

Salary: Band 5

Location: Bristol

About ACH:

Our vision is to empower refugees and migrants who reside in the UK to lead self-sufficient and ambitious lives.

ACH is a social enterprise comprised of a diverse group of strategists and researchers led by lived experience. We provide tailored integration services that not only help individuals, but also disrupt the systems that have entrenched inequalities in our society.

We have a track record of delivering effective support services that give refugees and migrants the tools they need to succeed. In 2021 alone, we have helped 1000+ people to achieve their personal goals and lead fulfilling lives in their new country.

By working with us at ACH, you will be supporting refugees and migrants to build a better, brighter future.

Purpose of job

This role is key to positioning ACH as a leading organisation delivering and designing integration services to refugee and migrant communities in the UK. This role is integral to ACH and Himilo's strategic messaging and policy engagement goals, working towards empowering refugees and migrants who reside in the UK to lead self-sufficient and ambitious lives.

Key Responsibilities

Communications + Marketing

- To develop ACH and Himilo's Communications Strategy and brand positioning with guidance from the Regional Partnerships Manager.
- Line management of the Marketing and Communications senior officer (west midlands), Marketing and communications officer (Bristol) and freelance support when necessary.

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- Organise and attend communications activities or events to raise the brand awareness and aims of the company.
 - Management and development of the ACH website
 - Website content management and creation of regular news stories for our blog to be uploaded via our CMS – Drupal
 - Design of social media graphics and reports using software such as, Adobe Photoshop and InDesign
 - Creation of our monthly external newsletter using Mailchimp including monitoring results and upkeep of mailing list.
 - Management of freelancers, stakeholders and vendors to promote success of activities and enhance the company's presence.
 - Management of the organisations social media channels, including monitoring and reporting and creating an engaging strategy.
 - Management of the Marketing and Communications budget, including invoicing and budget management
 - Ensure best practice is maintained around GDPR compliance, brand guidelines and use of ACH narrative.
 - Manage communications projects e.g. the Ujima Radio Project, working with external partners to deliver the aims of the project.
 - Responding to Marketing and Communications requests as they arise.

Policy

- Supporting the ACH's policy work across a range of issues, both nationally and locally – producing briefings, communicating with supporters, helping to develop policy ideas and solutions.
- Engaging with other refugee and housing organisations to identify and respond to the key opportunities and challenges facing the sector now, and in the future.
- Keeping up to date with current policies and latest thinking and trends on a range of issues that affect refugees, migrants and housing and support organisations.
- Support communication of policy work by proactively contributing and sharing content, including for social media and website.

Research

- Coordinate ACH/Himilo's Annual Impact Report – liaising with different departments and external consultants.
- Coordinate and produce reports, briefings, articles and other materials on refugee and migrant issues, to support the delivery of ACH's projects.

- Coordinate reports for ACH's Change Makers Project, liaising with researchers and external stakeholders to produce regular reports for the project.
- Identify and support opportunities for ACH to undertake research into key areas of interest, including collaboration with external researchers or commissioning research.

This list is not exclusive or exhaustive, you may be asked to carry out other duties deemed necessary by your line manager.

Person Specification

	Essential	Desirable
Qualifications	A degree in a relevant subject (e.g. Marketing, English, Social Sciences) or equivalent work experience	Evidence of professional development in Marketing, Communications or Advocacy/Campaigns Professional marketing qualification
Experience	At least 3 years' experience working in marketing, communications or related industry. Experience of managing and leading a team focussed on clear results and impact in marketing and /or communications Experience of managing external communication channels e.g. Social media, media, website content. Experience of CMS, Google Analytics and social media reporting.	Experience of managing and developing staff Experience of working in Communications at an organisation working with vulnerable people Experience working with press and media/policy-makers
Knowledge		

	<p>Digital communication, including editing and creating online content</p> <p>Ability to develop and manage budgets</p> <p>Confident Microsoft skills - Outlook, Excel, Word and PowerPoint.</p> <p>Confident with design software, ideally Adobe Creative Suite.</p>	
Skills	<p>Excellent writing and editing skills</p> <p>Ability to process and simplify complex information appropriately</p> <p>Developing, delivering and evaluating successful marketing campaigns</p> <p>Responsibility for developing and implementing the yearly Marketing and Comms Strategy to ensure teams activity feeds into the business plan and organisational strategy.</p> <p>Responsibility for engaging with external policy changes and develop a campaigns and policy communications plan, including engaging with external campaigns and organisations on a strategic level.</p> <p>Identifying wider trends in the refugee and migrant sector, housing sector and training sector, inclusive of; policy developments, campaigns and marketing trends.</p>	<p>Critical evaluation of research briefs and knowledge of research methods and ethics</p> <p>Ability to critically engage with national and local policy, and how it relates to ACH's narrative and communications strategy</p>

	<p>Generating original campaign and marketing ideas to reach target audiences, including reporting and analysis of success.</p> <p>Testing innovative solutions to barriers e.g. communications in different languages and different and innovative communications channels.</p> <p>Technical knowledge of design software (.g. Adobe) and comprehensive understanding of design principles.</p> <p>Technical knowledge of production of marketing materials.</p> <p>Project management knowledge.</p>	
Personal Attributes	<p>Strong organisational and planning skills</p> <p>Ability to manage own time, whilst also working within a team</p> <p>Strong verbal and written communication skills.</p> <p>Excellent attention to detail</p>	
Other	<p>A commitment and desire to support refugees with their integration in the UK</p> <p>A commitment to Equality and Diversity principles</p>	

How to apply

To apply please complete our application form by clicking 'Apply today' below.

For an informal conversation or to find out more about ACH or the role, please don't hesitate to contact our People and Culture Manager, Werner Lourens - werner.lourens@ach.org.uk.

Due to the nature of this post, an enhanced DBS check will be undertaken for successful applicants, but only with their prior consent.

Applicants need to have right to work in the UK
and access to their own vehicle for business use to be considered for this role.
We may close this role early, so please apply ASAP to avoid disappointment.