



Job Pack

Marketing & Media Officer (Manchester)



Welcome!

We are delighted you are considering joining us at CAHN. We are looking for someone from any background (we are inclusive employer) who is driven and committed to equity, fairness, and social justice. You should be able to work collaboratively internally across different departments, and externally across different sectors. We hope this pack will help you understand a little bit more about what we do and what it is like to work here at CAHN.

While you are with us, all the effort you put in will be supporting our work to eradicate health inequalities and wider disparities. Your goal will be supporting the Black community to improve its health and wellbeing while influencing policy and practice across all sectors in furtherance of CAHN's objectives.

You will join an organisation with a vibrant, dynamic, and 'can-do' culture. Your input will support us operate to the highest standards, support a range of initiatives that bring people together and builds community resilience, influence local, regional, and national policy; and make a meaningful impactful contribution to the lives of the black community.

Our comprehensive learning and development offer includes a comprehensive induction programme when you start, resources to help address any gaps and help you build your core business skills when you need them, cultural competency workshops, trainings, personal career development and much more. You will be supported every step of the way and given opportunities to develop and grow.

If you share in our vision and ready to contribute to making an impact in the Black community, we would like you to get in touch.

Who we are: CAHN Background

CAHN's Vision & Mission



CAHN is a Black-led organisation set up to address the wider social determinants and reduce health disparities for people of Caribbean & African in Greater Manchester and beyond. We work with the Black community and cross-sector organisations to build community resilience, relationships, and a social movement to reduce health inequalities.

CAHN's vision is to end health inequalities and wider disparities for Caribbean and African people in a generation.

Our mission is to ensure that the strategic and operational actions of service providers across health and cross sector agencies and commissioners, lead to racial and social justice for Black people.

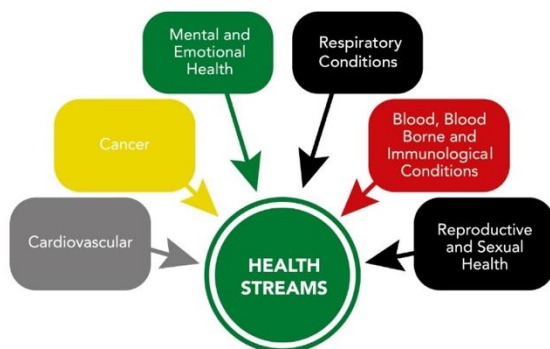
CAHN is working to achieve the Organisational objectives by delivering Health & Wellbeing programmes across six priority health conditions: Cardiovascular, Respiratory, Cancer, Mental Health, Immunology, and Reproductive & Sexual Health.

We provide regular community engagement activities to reduce the wider determinants that influence poor health outcomes. In addition, we strive for change by providing tailored health training for community members, cultural competency, and anti-racist training plus allyship and inclusive leadership programmes.

We effect change using a partnership approach with our stakeholders. Our reach into our communities enable us to gather the evidence base that influence, policy, research, and practice decision making.

We have an operational arm within CAHN that responds to the needs of our communities in a racially, religiously, and culturally sensitive way. Some of our current services include our Black-led counselling service dealing with low level mental health issues, bereavement, and domestic violence. Some of other services include our family, advocacy, and health education services.

Our Health Priorities

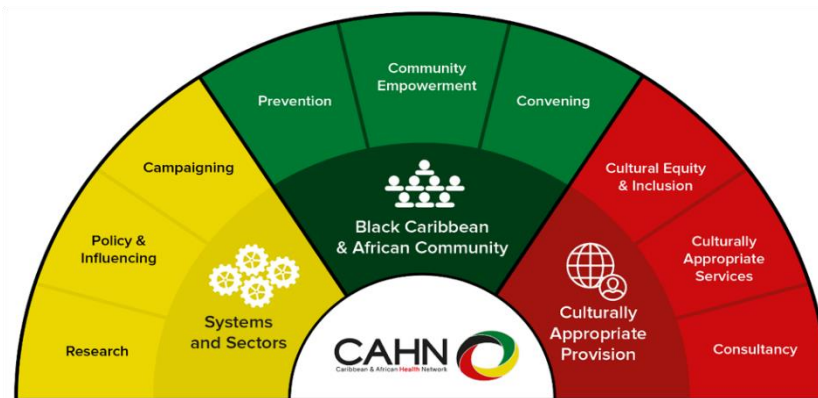


The evidence base identifies six key areas of work that we need to work with our community and stakeholders to address. Within all these health prevention and intervention programmes there is a requirement to work with our communities to ensure that the action taken is tailored to meet our distinct needs.

CAHN's health programmes take in account intersectionality within the protected characteristics to deliver impact across generational groups.

A lot of our work is undertaken in partnership with Trusts, commissioning bodies, local authorities, faith communities, voluntary and private sector organisations and others including universities. This work seeks to enable a better experience and outcome for people of Caribbean or African descent locally and national.

Our Areas of work



As an organisation, we

Lead – we lead strategic engagement articulating the needs of the community with an evidence base. We galvanise the community to respond to consultations and influence policy and practice; challenging the myth that we are hard-to-reach.

Educate – we raise awareness about prevention, early detection, effective self-care, and self-management. We provide commissioners and service providers with insight and cultural awareness of the Black community.

Support– we support a range of initiatives that brings communities together and builds community resilience. We broker collaborations among organisations to compliment and promote partnership working. We work with member organisations to strengthen their governance and support sustainability planning.

Advocate – we ensure the voice of the Black community is represented at decision-making tables. Our volunteers from a range of specialties support the most vulnerable in our community.

Enhance – we work with community groups and member organisations to reduce duplication and maximise their impact, making them more effective in achieving their objectives.



Lead | Educate | Support | Advocate | Enhance

Commitment to Equality, Diversity & Inclusion

CAHN is striving towards being an equal opportunities employer. In working towards this aim no employee, or job applicant will receive less favourable treatment on the grounds of their role, gender, age, disability, race, nationality, ethnic or national origin, colour, sexual orientation, domestic circumstances, social and employment status, gender reassignment, privately held political opinion, medical history, marital status, religious or similar philosophical belief. We base all our employment decisions on merit, job requirements and business needs.

As a charity that values and celebrates people's diversity and champions opportunities for all young and disabled people, we are keen to receive applications from people who have experienced disadvantage and from those who are empathetic of the challenges the Black community.

We are a Disability Confident Committed Employer

As Level 1 Disability Confident Committed, CAHN works closely with Black-led and Disability organisations to identify disabled people who can gain employment skills through a work experience programme. CAHN will be ensuring that all its recruitment and selection processes are inclusive, and an interview guarantee scheme will be introduced for disabled applicants who meet the essential criteria.

You will now see the Disability Confident Committed logo on all of CAHN's promotional and marketing materials relating to recruitment, selection and workforce issues. More information about Disability Confident Committed Level 1 can be found by following this [link](#).



We are a Living Wage Employer

CAHN is proud to be a living wage employer. The real Living Wage is the only UK wage rate that is voluntarily paid by over 11,000 UK businesses who believe their staff deserve a wage which meets everyday needs. Living Wage employers found that paying a decent wage, as well as being the right thing to do, had real business benefits. This results in lower staff turnover and a better bottom line. Staff felt valued so they went the extra mile. For further information, please click [here](#).



Job Description

Job Title	Marketing & Media Officer
Accountable to	Marketing & Media Manager
Type of Position	Permanent
Work Hours	Full time (37.5 hours per week) Hours of work will be variable but will include regular out of hours and possible weekend work. You may also be asked to work on ad-hoc events outside of your regular hours with sufficient notice.
Location	Manchester. Some outreach work and travel will be required.
Annual Salary	£25,198-£27,000pa (dependent on experience)
Other Information and Benefits	<ul style="list-style-type: none"> • 22 days annual leave per year (pro rata) • Employer contribution of up to 5% to a group personal pension scheme • Staff loan policy • Flexible working policy • Training and development opportunities • Sometimes staff will need to carry out extra work outside normal working hours- for example to cover a weekend event for our flagship events. In these situations, we offer time off in lieu (TOIL) to compensate for the extra time worked.

Application Contact: To discuss any queries about the application please contact recruitment@cahn.org.uk or Natacha- natacha@cahn.org.uk

Job Purpose

The Marketing & Media Officer will oversee campaign management, social media strategy, email marketing, and advertising. Your role is pivotal in maintaining a consistent and engaging presence across digital platforms, promoting our health initiatives, and driving community engagement.

Your role will be pivotal in maintaining a consistent and favourable presence on social media platforms, promoting the growth and engagement of the audience. You should possess a strong grasp of digital marketing across various social media platforms and provide support to the broader CAHN team in implementing a comprehensive marketing strategy.

Key Responsibilities

Marketing & Social Media

1. Deliver and co-produce targeted social media and media campaigns.
2. Focused on research participant recruitment campaigns, health session attendance targets, event attendance targets, event ticket sales, and more.
3. Develop engaging social media ad copy, schedule posts, and manage social media engagement. Execute targeted social media direct messaging campaigns.
4. Create and manage target advertisement campaigns across various platforms.
5. Categorize and manage the current 8,000 subscriber mailing list, send surveys, and filter active subscribers.
6. Co-develop and implement engagement protocols for WhatsApp groups.
7. Streaming Health Sessions: Coordinate and manage the streaming of health sessions on Saturday mornings and Tuesday evenings on a rotational basis.
8. Develop and maintain an organizational media library (photos, videos, stories, and audio) in line with GDPR, data protection/consent, including capturing/recording media where necessary.
9. Keep up to date with marketing and trends, technologies, best practices and implement innovative approaches to identify new opportunities for promotion of CAHN health messaging and priorities and enhance brand visibility.
10. Working with the Marketing and Communications Teams, and other colleagues to gather evidence, case studies and other content for marketing and campaigns.
11. Support the day to day running of social media platforms, using these to promote our services, increase brand awareness and drive engagement with our audiences.
12. Participate on integrated marketing campaigns across various channels, including digital, television, radio, social media, and events.

Email Marketing

1. Categorize the current 10,000-subscriber mailing list into segmented groups based on demographics, interests, and engagement levels.
2. Co-produce with Communication team engaging and informative content, updates on health sessions, event invitations, and surveys.
3. Ensure content adheres to best practices such as personalised subject lines, clear calls-to-action, and mobile-friendly designs.
4. Set up automated workflows to streamline the sending process, ensuring timely delivery of welcome emails, reminders, and follow-ups.
5. Utilise automation to maintain consistent communication and nurture subscriber relationships.

6. Periodically filter and verify which accounts of the 10,000 subscribers are active, maintaining a list of live and engaged contacts.
7. Regularly analyse and report on key metrics such as open rates, click-through rates, and subscriber feedback. Use insights gained from these analyses to continuously optimise email campaigns for better performance.
8. Analysis and Optimisation: Regularly analyse and report on key metrics such as open rates, click-through rates, and subscriber feedback.

Events Delivery

1. Support the planning and delivery of events regarding the production of marketing and advertising materials for all events, ensuring high quality and adherence to brand guidelines.
2. Work closely with all other departments to ensure all services, programmes, events, projects, and campaigns are promoted efficiently to the target audience; includes website development and updates along with researching and sourcing appropriate promotional resources.
3. To build, manage and sustain relationships with stakeholders of interest to CAHN's work.
4. Build and maintain relationships with media partners, advertising agencies, and vendors, negotiating contracts and optimizing media placements.

Person Specification

This form lists the essential and desirable requirements needed in order to do the job. Applicants will be shortlisted solely on the extent to which they meet these requirements.

Essential Skills

- Completed or studying a degree in Marketing, Communications, or other related discipline.
- Strong written and verbal communication skills.
- Relevant knowledge or experience in developing content for marketing campaigns across a wide range of channels including social media, web, blogs, and email.
- Proficiency in social media management and email marketing tools.
- Ability to analyze marketing data and generate actionable insights.
- Passion for design and written content, with a strong eye for detail and bags of creativity.

- Skill in crafting compelling narratives and storytelling techniques to create engaging video content that resonates with the audience.
- Excellent time management skills with the ability to juggle competing demands and deadlines.
- Self-starter with a can-do attitude and can work as part of a team.
- Competent in the use of the Microsoft Office suite.
- An excellent track record of achieving objectives by successful delivery of campaigns – across both digital and traditional channels to deliver sales leads and support fundraising.
- Copywriting and proofreading experience in a charity and fundraising context, establishing the case for support and framing strong, compelling copy in press materials, newsletters, websites, blogs, and social media.

Desirable skills

- Experience in health-related marketing or community engagement.
- Graphic design capabilities for both digital and print. Adobe Suite or Canva is preferred.

This job description is not intended as a full and detailed range of duties that may be undertaken by the post holder and will be reviewed and developed to reflect the changing needs of the organization.

Additional Requirements

- Comply with CAHN's policies as outlined in the staff handbook
- Actively promote a culture of continuous improvement, learning and innovation.
- Avoid any behaviours that discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability.
- The confidential nature of the work means that employees working within CAHN must maintain the strictest security in relation to documentation and ensure that confidentiality is maintained at all times in accordance with relevant Data Protection and associated legislation.
- Requires on-site presence at our office location

Next steps: Timescales and when to apply

The timescales for recruitment are as follows:

Application closing date	Midnight 20th December 2024
Notification of shortlisted candidates	Week commencing 6th January 2025
Interviews	Week commencing 20th January 2025

If you wish to apply for this position, please supply the following in a word document format.

1. A detailed CV setting out your career history, education or qualifications, and other key responsibilities or achievements.
2. A supporting statement (up to 2 sides of A4) highlighting your suitability for the role and how you meet the criteria listed on the Person Specification. Please note that the supporting statement is an important part of your application and will be assessed as part of your full application.
3. Complete an application form
4. Complete a diversity questionnaire

All documents should be emailed to CAHN at recruitment@cahn.org.uk , making sure to put the job reference: CAHN032024.

If you would like to apply for more than one role, please make your preferred area(s) of work clear in your supporting statement.

Please ensure all application documents are provided in a word document format. This is to allow for the recruitment team to anonymize documents before sending to the shortlisting panel. We do not consider incomplete applications.

You will be notified if you have not been shortlisted.

Applications will be reviewed, and interviews offered, on an ongoing basis. CAHN reserves the right to close the role prior to the closing date should a suitable applicant be found, so please submit your application as soon as possible.

CAHN Organizational & Delivery Structure

