



Marketing & Communications Co-ordinator - Role Profile

Overview

As a member of the Cornerstone Central Team this role involves supporting the Marketing & Communications Lead to achieve Cornerstone's strategic objectives and operational goals by providing effective marketing and communications support to the people we support, colleagues, stakeholders and other outside agencies.

We need you to:

- Support the Marketing & Communications team with the delivery of Cornerstone's brand and implementation of the overall marketing & communications strategy.
- Produce a variety of written communication items including marketing materials and newsletter copy, web pages, leaflets, press releases.
- Ensure that Cornerstone's Corporate Guidelines are adhered to by providing relevant advice, guidance and support to colleagues.
- Support the development of Cornerstone's digital marketing strategy and manage the related day-to-day activity e.g. Content management of website and social media.
- Plan and deliver projects including PR & marketing campaigns (including the production of promotional materials)
- Deal with internal and external customers, whether by email, phone or in person.
- Liaise with outside agencies including print and design suppliers, the media and advertising agents.
- Support internal communications activity by developing newsletters and other colleague resources and supporting the distribution of these tools.
- Ensure team objectives and projects are achieved on time and within budget.
- Co-ordinate departmental CRM activity by maintaining team contacts, exporting data and coordinate mass communication activity.
- Represent the Marketing & Communications team at organisational meetings.
- Provide high quality support and advice to colleagues/customers in all areas of communications e.g. assisting with the development of marketing plans and advertising activity.
- Establish and maintain good relationships both internally and externally.
- Ensure communication activities are carried out with sensitivity to the people we support and in keeping with Cornerstone's corporate guidelines.
- Research, plan, promote and deliver all marketing-led Cornerstone events. Coordinate marketing support for events which are led by other internal departments.
- Devise an annual events calendar, detailing all Cornerstone events and highlighting other event opportunities which you have identified via research (e.g. Awareness Week's).
- Be responsible for the ordering and management of branded stationery and promotional collateral, maintaining adequate stock levels, monitoring usage and ensuring it is fit for purpose.
- Attend Cornerstone events, sharing live updates and pictures on social media.
- Ensure a well stocked library of promotional photos are obtained and archived.



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- Be responsible for coordinating the workflow of the Marketing team's ticket system – responding to tickets in a timely manner and allocating work to the most relevant team member.
- Be responsible for ensuring the Marketing & Communications policies and guidelines are uploaded to the internal communications platform.
- Ensure all activity complies with and embeds the Cornerstone strategic plan priorities, policies, procedures and practices.
- Provide administration support to the team.
- Travel to other Cornerstone offices and events as required and be prepared to work occasional evenings and weekends.
- Carry out any other duties relevant to the post.

Key ingredients of your role are to:

People we support

- Be passionate about the delivery of great care and support focussed on helping people to live the life they choose.
- Maintain a clear focus on achieving our charitable purpose.

People we employ

- Actively contribute to the development of team dynamics that will result in high performance and productivity.
- Be welcoming and accessible to colleagues and take time to hear, see and recognise their contribution and points of view.
- Build strong trusting relationships with colleagues, equipping them with skills and knowledge to enable them to make decisions with confidence.
- Have a positive attitude, be excited about working in an empowered culture and always seek to solve problems and remove obstacles.

Partnerships

- Always promote the culture, ethos and purpose of Cornerstone.
- Establish, develop and maintain strong relationships with colleagues, external contacts and stakeholders.
- Nurture an external network that benefits the organisation and ultimately the people we support.

Culture

- Ensure Cornerstone's values are embedded and reflected in everything you do.
- Create an environment where creativity and excellence thrives.
- Seek out opportunities for personal and professional development.
- Use your pioneering spirit to inspire everyone around you.



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Operating model

- Keep systems and processes as simple as possible to free up your colleagues to focus on the individuals they support.
- Always trust that your colleagues will do the right thing and act in the best interests of the people Cornerstone supports.
- Maintain a clear focus on ensuring that Cornerstone Central delivers excellent service both internally and externally.

Technology

- Effectively use and embrace technology to enhance the effectiveness of what you and your team deliver.
- Explore new technological opportunities that will compliment and enrich the service Cornerstone delivers.

Person Specification

Educational Qualifications – SCQF (Level 6-7).

It's desirable that you will have obtained at least one of the following but we are more interested in your experience, your values and your attitude than we are your qualifications:

- A professional qualification in a related discipline (marketing & comms, PR or journalism preferred but not essential), or willingness to work towards a professional qualification in a job related subject.

We need you to bring:

- Ability to produce high quality accurate work.
- Ability to work on own initiative using existing guidance, policies and procedures with minimum supervision on marketing and communications related matters.
- Excellent organisational and time management skills.
- Extensive experience of office-related computer packages (e.g. word processing/spreadsheets etc.)
- Proven track record of co-ordinating administration tasks.
- Effective communication skills.
- Ability to build effective working relationships.
- Excellent customer service skills.
- Initiative.
- Ability to be creative and bring new ideas for consideration to improve working practices
- 'Can do' attitude.
- Flexibility.



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It would be great if you also have:

- Experience of Care Standards and SSSC requirements regarding people matters.
- Experience of working in the social care or the third sector.