

MAYFAIR COMMUNITY CENTRE  
JOB DESCRIPTION

Mayfair Community Centre aims to improve the quality of life for people in the local community. To enable this, all staff actively promote an open, supportive, and welcoming environment for clients, visitors, volunteers and for each other. The values and behaviours which create this, including confidentiality, are essential to all jobs at Mayfair.

**1 TITLE**

**Job Title** – *Communications and Marketing Officer*

**Reports to** – *Chief Officer*

**Location** – *Mayfair Community Centre*

**Job holder(s)** – *TBA*

**Author** – *R J I Elliott / N Daniels*

**Date** – *October 2021*

**2 JOB PURPOSE**

*Create and promote a clear, consistent, and positive image of Mayfair to connect with all stakeholders including funders, service users, donors, volunteers, local authorities, and the wider community so that understanding and reputation of Mayfair are enhanced and there is an increase in take up of services, donations and fundraising.*

**3 DIMENSIONS**

- 1. Mayfair provides services in the following sectors:*
  - Care services.*
  - Catering.*
  - Community transport.*
  - Serviced premises with a variety of spaces available for hire.*
  - Exercise and Art classes.*
- 2. Mayfair has a Friends scheme for regular donations, a monthly Lottery draw and a series of events and regular fundraising activities such as sale of books and crafts.*
- 3. Mayfair generates income a variety of ways, income from charitable activities, grants, contract, donations, and fundraising. Our Annual Turnover is CC £500,000.*

**4 ORGANISATION CHART**

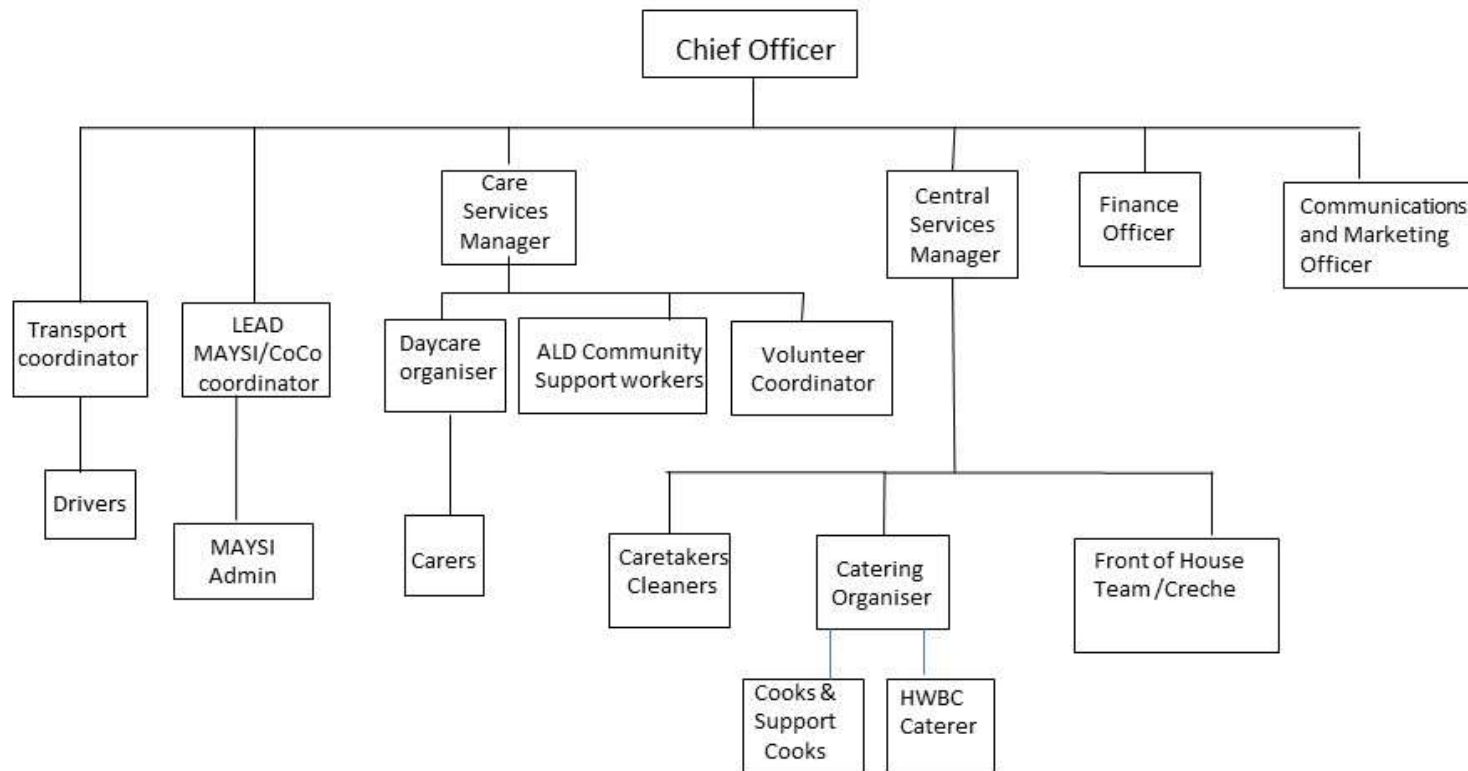
(Attach current Mayfair organisation chart amended if necessary to show this job and its reporting relationships)

**5 PRINCIPAL ACCOUNTABILITIES**

- a) *Develop, design, and communicate clear and effective branding for Mayfair and its services with a consistent house style visible in all Mayfair material, particularly publicity.*
- b) *Design, enhance and support website and develop social media presences.*
- c) *Explore and identify new market opportunities including sponsorship, which can grow Mayfair's contribution to the community and enhance financial sustainability.*
- d) *Monitor, evaluate and report the impact of publicity and marketing activities.*
- e) *Play a leading role in planning, organising, and delivering fundraising activities and other events and initiatives to promote Mayfair in the community and to generate income in support of Mayfair's charitable objectives.*
- f) *Take a lead with the management team in developing a marketing strategy that fully utilises Mayfair's capabilities and potential in support of the charity's aims.*
- g) *Develop and implement a Communications Strategy to cover Mayfair services, fundraising and volunteer recruitment.*

## **6 SPECIAL FEATURES**

- a) Qualifications and experience (essential and desirable)
  - Creative and experienced in designing inspiring publicity material.*
  - Experience and familiarity with design software packages.*
  - Experience of managing social media accounts and website design is desirable.*
  - Proven track record in publicity and marketing is desirable.*
  - Experience of market research and related activity.*
  - Excellent written and oral communication skills are essential.*
  - Experience of creating newsletters and managing contact lists.*
  - Experience in the voluntary and/or charitable sectors is desirable.*
  - Experience of fundraising is desirable.*
  - Good understanding of Data Protection.*
  - Good literacy and a flair for words.*
  - Good photography skills.*
  - Excellent organisation skills are essential*
  - Able to work on your own and as part of a team is essential.*
- b) Training
- c) Working Hours
  - 37.5 hours per week mainly Monday-Friday 9-5 but some weekends and evenings.*



The Strettons Mayfair Trust  
December 2021 ORGANISATION