

# Marketing & Community Officer

## Job description

**Job title:** Marketing & Community Officer

**Hours:** Part-time (24 hours per week). This position may be combined with the [Office Manager](#) vacancy to create a full-time position.

**Contract type:** Permanent

**Salary:** £22,000 - £25,000 F/T (£13,200 - £15,000 pro-rata) depending on skills and experience

**Reports to:** Executive Director

**Location:** Homeworking, UK or EU based with occasional travel within the UK or Europe.

*Last updated: 19/03/2022*

## Job purpose

The Marketing & Community Officer's role is to:

- Promote the OPF brand through targeted marketing and communications campaigns.
- Champion the needs of our stakeholders by engaging with members, partners and the digital preservation community.
- Coordinate a relevant and diverse programme of events and outreach initiatives.

## Responsibilities

You will work closely with the Content Manager to:

### Marketing and communications

- Support the Content Manager in developing and delivering content, including marketing materials, reports, and communications.
- Coordinate the delivery of social media and publicity campaigns.
- Maintain the web presence of the foundation, ensuring relevance and discoverability.
- Champion the 'OPF brand' including logo use, template design, style guides, etc.

### Membership and community engagement

- Cultivate relationships across member organisations to ensure a positive member experience and understand member needs.
- Facilitate member groups and support the dissemination of new resources.
- Conduct research into community trends through surveys and working groups.
- Create user guides and resources to engage new contributors and raise awareness of the OPF reference toolset.

## Events and outreach

- Coordinate the monthly webinar programme, identifying relevant topics and speakers and facilitating online events.
- Support the organisation of the Annual General Meeting.
- Organise workshops and hackathons.
- Develop and manage the training programme, including online educational resources, ensuring that it is relevant to member needs.

The Marketing and Community Officer may be asked to undertake other duties in support of the work of the organisation as requested by the Executive Director.

## Skills & Experience

As Marketing and Community Officer you will have:

### Required

- One year's experience in a similar role.
- A degree or professional accreditation, or demonstrable equivalent professional knowledge and skills.
- Excellent copywriting and proofreading skills and a keen eye for detail.
- Experience implementing multi-channel communications plans.
- Experience writing different content, such as press releases, blogs, newsletters and social media posts.
- A proven track record of implementing brand guidelines and tone-of-voice.
- Layout and design experience using programmes such as Canva, InDesign, Photoshop etc.
- Proficiency in Microsoft Office (Word, Excel, Powerpoint) or GSuite.
- Experience working with analytics and SEO performance.
- Research and analysis skills, including the ability to identify training needs.
- A track record of organising online and in-person events.
- Excellent interpersonal skills with the ability to manage relationships and work as part of a team.
- Excellent organisational and time management skills with the ability to balance multiple tasks with competing deadlines.
- Ability to work proactively and with a degree of autonomy.
- Applicants must have the right to work in the UK or EU.

### Desirable

- Basic video editing skills.
- Experience of preparing materials for events, including reports, presentations, and training materials.
- Experience of working in a not-for-profit, membership, and/or international organisation.
- Knowledge of digital preservation and open source communities.
- Additional language skills.