

Marketing Communications Officer

Reporting to: Chief Executive

Salary: up to £37,000 depending on experience

Responsible for: overseeing the consistent and high-quality communication, both internally and externally of the key SightCare proposition.

The role involves managing budgets, and developing strategies to engage members, prospects, and lapsed members, for the Groups, SightCare Services and Optical California Businesses, and building and maintaining relationships with optical suppliers and external vendors and stakeholders.

Key responsibilities: working with the Membership, Business Support, and Social media managers, the role includes:

- Define and develop the positioning, profile and key messages of the SightCare proposition to the independent optical market.
- act as gatekeeper for the organization's brands, coordinating consistent communication of key messages, tasks, and defining and managing an annual programme of events.
- overseeing the group's websites, email and social media platforms
- to plan, coordinate and manage the effective delivery of the annual conference working and building relations with sponsors to ensure its financial viability.
- Handling public relations, press campaigns.
- Attend cross-departmental meetings, working groups and briefings that effect the delivery of membership services and events.
- Development and maintenance of the SightCare CRM (HubSpot), setting staff guidelines , adhering to GDPR requirements, regular updating and integrating usage across the company.
- As part of a small team, the role will include handling general enquiries, including written, phone, social media, and email.

Job Conditions

- Working days will be 5 days / 37.5 hours per week, working hours to be agreed. There will be the option for flexible and remote working where it suits the business needs. Attendance at out of hours events required, time in lieu or salary given.
- To undertake such tasks as may be required by the Chief Executive that is consistent with the nature of this post. This job description reflects the current requirements of the role. As duties and responsibilities change and develop this will be reviewed and will be subject to amendment in consultation with the postholder.