

Marketing and Communications Coordinator

Division / Function: Autism Education Trust

Reports to : AET Director

Why	<p>Job summary:</p> <ul style="list-style-type: none"> • To describe and implement a marketing and communications strategy and associated plan in support of the Autism Education Trust business plan. • Provide marketing and communications support to AET partners • Ensure effective communications with all AET stakeholders • Maintain effective relationships with AET creative partners and other related suppliers • Contribute to overall AET programme delivery
What	<p>Principal accountabilities</p> <ul style="list-style-type: none"> • With the AET team and creative partners, describe a marketing/communications strategy and plan to support the business plan objectives determined by the AET programme board • Implement the plan to include the provision of resources and support to partner organisations • Undertake market/competitor analysis to inform programme development and positioning • Describe and monitor implementation of brand guidelines • Write all internal and external communications including the AET E-Newsletter and Partners Updates • Carrying out PR activity (Press releases, adverts, and publicity) • Maintain website content and prepare relevant literature copy • Manage attendance at conferences and events • Liaise with creative partners and other suppliers <p>Job Descriptions only reflect 80% of a role, and are not an exhaustive list of duties. You are expected to carry out other activities that are within the scope and spirit of the role.</p>
Competencies	<p><u>I am committed to making a difference</u></p> <p>I commit to AET and NAS aims, objectives and values. I display a positive approach in the way I work and contribute to the wider needs of the organisation and its stakeholders either directly or indirectly. At work I overcome difficulties, setbacks and pressure, to get things done because I understand the impact of autism. I recognise and encourage commitment in others.</p> <hr/> <p><u>I promote AET and the NAS</u></p> <p>I represent and promote AET and the NAS. I influence and raise awareness by talking positively about autism, AET and NAS to a wider audience. I build relationships and use a range of effective persuasion and negotiation styles to champion the rights and needs of people living with autism.</p> <hr/> <p><u>I manage resources</u></p> <p>I maximise the benefits from our financial, environmental and other resources. I set up, facilitate or follow business processes. I manage, advise on and prioritise resources to get the best value for AET, the NAS and people we support. I am mindful of the costs of the materials and resources I use and the impact they have on the environment, and attempt to minimise waste</p>

<p><u>I communicate effectively in writing</u> I use clear and succinct language with a high standard of grammar and spelling. I put my case positively, indicate clearly the purpose of the communication and what is required from the reader. I tailor my communication to my audience to get my message across in the most effective way. I am aware of, and use, AET and NAS brand guidelines.</p>		
<p><u>I cooperate with others to work safely</u> I understand the health and safety risks associated with my job and work responsibly with others to reduce them. I have a positive attitude to safety that causes me to care about the wellbeing of others as well as myself.</p>		
<p><u>I fulfil my customers' needs</u> I find out what really matters to my internal and external customers/stakeholders and where I can improve my service to them. I relate well to my customers and provide a quality and cost effective service. I shape their expectations about what can be realistically delivered, whilst seeking ways to continually raise the level of service</p>		
<p><u>I adapt to changing priorities</u> I adopt a flexible, proactive approach to get the job done. I am responsive to change and recognise when tasks are urgent and/or important, taking appropriate action. I prioritise activities and know when to say 'no'. I deal positively with last minute changes and interruptions. I look for practical solutions and know when to find different ways to achieve an objective.</p>		
<p>Person specification</p> <p>Criteria which will be used in shortlisting and selecting candidates.</p>		
Criteria	Essential	Desirable
Skills/Abilities		
<ul style="list-style-type: none"> • Excellent written and wider communication skills • Excellent presentation skills • Good interpersonal skills • Good Microsoft Office Skills (Word, Excel, Powerpoint) • Good organisational skills • Good analytical skills 	<p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p> <p>X</p>	
Knowledge		
<ul style="list-style-type: none"> • Marketing and Communications • Voluntary, public and/or education sectors • Autism 	<p>X</p>	<p>X</p> <p>X</p>
Experience		
<ul style="list-style-type: none"> • Marketing and/or Communications in a related sector • Website CMS systems • Voluntary, Public or Education sector • Multi-stakeholder environment 	<p>X</p> <p>X</p>	<p>X</p> <p>X</p>

Education & Certification			
<ul style="list-style-type: none"> • Relevant Degree or equivalent • English GCSE or Equivalent 		X	X
Context	Interfaces		
	Internal <ul style="list-style-type: none"> • Other AET staff • AET Programme Board • AET leadership groups • NAS Centre For Autism staff • Other NAS staff including Senior Managers • Department volunteers • Office volunteers 	External <ul style="list-style-type: none"> • AET Creative Partner • Current programme partners • Prospective programme partners • People with Autism • Parents • Wider voluntary/SEND sector • AET Suppliers and contractors 	
	Environment	Location: City Rd, London. (Some home working may be negotiated) Travel: 10% of time away from prime site Hours: 21 hours per week, occasional weekend and evening work as required	
	Scope	Context of small team. Self-direction and motivation essential. People: Engaging with wide audience of current and prospective partners and stakeholders. Positive inter-personal skills and maintaining programme reputation essential. Line manage: None. Resources: Managing expenditure budget.	
	Safeguarding responsibilities	The AET and NAS is committed to safeguarding and promoting the welfare of all children and adults who use our services and as such expects all staff and volunteers to share this commitment.	
Position	Business Specialist (Grade 4)	£25,900 (Pro Rata)	
		Date Reviewed: 2/1/18	