



JOB DESCRIPTION

Job Title:	Multimedia Marketing Specialist
Department:	Marketing Project Manager, People, Marketing & Communications
Responsible to:	Strategic Lead for Comms, Marketing & Public Affairs,
Date of Review:	November 2023

Overview:

Are you a creative storyteller with a talent for creating engaging content across a range of channels? We are looking for a talented multimedia marketing specialist to join our Marketing and Communications team to help us take our communications to the next level. You will be a whizz at telling stories by bringing together words, infographics, video, photography, and audio. You will enjoy generating engaging content for different audiences and have experience of designing for different channels to maximise engagement.

This role is integral to making a positive contribution to the delivery of ClwydAlyn's communications objectives:

- Raise the profile of ClwydAlyn as the best housing association in North Wales.
- Enhance ClwydAlyn's reputation as a fantastic employer that provides an exciting, innovative, inspiring, diverse and fun environment where employees can thrive and enjoy good health and wellbeing.
- Position ClwydAlyn as a thought leader and expert in reducing poverty and investing in services to address the causes of poverty to enable tenants to live well in their homes.
- Raise awareness of ClwydAlyn's commitment to building and maintaining high quality, affordable homes that are part of thriving communities that residents have pride in.
- Promote ClwydAlyn's work at Welsh Government level, its commitment to championing change and addressing the causes and outcomes of poverty.
- Showcase ClwydAlyn as the financially strong organisation it is and raise awareness of the benefits of investing in us.

Responsibilities:

1. **Content Creation:** Produce high-quality, engaging, accessible content for our website, intranet, social media channels, email campaigns, and other digital platforms.
2. **Graphic Design:** Produce high quality visual content using industry standard software (Adobe Creative Suite, etc) while adhering to brand guidelines and design standards.
3. **Digital Expert:** Provide digital advice, creative ideas, media planning and project management as required for the marketing and comms team.

4. **Stakeholder management:** Work with internal and external stakeholders to manage the visual content needs for key areas of the organisation. Prioritising requests and creatively responding to briefs.
5. **Website & Social Media Management:** Support the Communications & Marketing Coordinator in maintaining the daily drumbeat of content on the website and social media channels when needed.
6. **Trends & Knowledge:** Repurposing content to suit the style and audience of each relevant channel is key whilst keeping best practice at the forefront of your work. Confident to experiment with new designs and approaches to evolve and enhance our content.

Key Skills

- Demonstratable experience in digital marketing
- Proven experience in content creation and graphic design.
- Proficiency in MS Office, graphic design tools (Adobe Creative Suite), and content management systems.
- Strong knowledge of digital marketing channels, tools, and techniques
- Strong video editing skills
- Experience in website content management, UX/website design desired.
- Excellent communication and writing skills.
- Creative thinking and a commitment to staying updated on digital trends.
- Ability to read, write, and communicate in Welsh is strongly desirable.
- Experience of creating accessible communications is a plus, although training can be provided.

Education:

- Bachelor's degree in Marketing, Digital Marketing, Graphic Design, Visual Arts, or a related field (or equivalent experience).
- Strong portfolio showcasing a range of design projects.

Experience:

- Digital Marketing: 2 years (Preferred)
- Demonstratable experience of creating visual content for a range of channels.

How to Apply:

If you are an enthusiastic and creative digital marketer dedicated to making a positive impact, we invite you to apply in any way you choose. You can send us a video, infographic, blog, cover letter along with your CV telling us why we need you.

ClwydAlyn is an equal opportunity employer. We encourage candidates of all backgrounds to apply.