

Marketing and Communications Officer

Could you help make sure our support reaches the people who need it?

- Location:** Mold and Connah's Quay
(office-based during probation, hybrid working after)
- Salary:** £25,000 to £30,000 per annum, depending on experience
- Hours:** 30 to 37.5 per week
- Contract:** Permanent
- Deadline:** 12 midnight, Sunday 11th October

Are you a confident writer and creative communicator who wants your work to make a real difference to people in your community? If so, we'd love to hear from you.

We're looking for a Marketing and Communications Officer to join Citizens Advice Flintshire. Working closely with our Marketing Manager and Communications Officer, you'll lead the planning, delivery and evaluation of our marketing and communications, making sure our services reach the people who need them.

You'll bring fresh ideas to the table and use audience insight and performance data to improve our reach, engagement and impact.

About Us

Citizens Advice Flintshire has been providing free, confidential, and impartial advice to people across Flintshire since 1964. Every day, our advisers help people navigate issues with benefits, debt, housing, employment, and more - often at the hardest moments of their lives.

About the Role

You'll shape how we present our services to the people who need them, across our website, social media, email, print and events. The role involves occasional evening and weekend work.

Day to day, you'll:

- Plan and deliver integrated campaigns across digital, print and media channels
- Lead editorial planning for our e-newsletters and act as final sign-off on marketing content, making sure it's accurate, accessible and on-brand
- Look after our website and social media, using analytics to improve reach, engagement and SEO
- Manage our Mailchimp audiences, templates and campaigns, using performance data to improve results
- Produce CAF Weekly, our internal staff newsletter

- Own our printed materials from concept to finished product, including the annual report
- Capture client stories and case studies, in line with consent and data protection requirements
- Support key events, including the Adviser Network Forum and our Volunteer and Staff Away Days

Are You the Person We're Looking For?

You don't need a background in the advice sector. We're looking for someone with solid marketing and communications experience who shares our commitment to helping people. Website and social media production experience would be useful, but training can be provided where needed. If the following sounds like you, we want to hear from you.

- You've planned and delivered campaigns across digital and print, and created content for a range of channels
- You're an excellent writer and editor, able to adapt your tone for different audiences, with the attention to detail to act as final sign-off
- You have design skills for print and digital, for example Adobe Creative Suite or Canva
- You've used an email marketing system such as Mailchimp, and use performance data to improve open rates and engagement
- You understand GDPR, PECR and digital accessibility standards such as WCAG
- You can plan and prioritise several projects at once, and work with colleagues at all levels to meet brand and content standards
- You're committed to equality, accessibility and inclusion, and to treating every person fairly and with respect

What We Offer

- £25,000 to £30,000 salary, depending on experience
- Permanent contract
- 33 days annual leave pro rata, plus the option to purchase additional leave
- 5% matched pension contribution
- Hybrid working after probation
- Training and development, including website and social media production where needed
- A friendly, flexible, and inclusive working culture where your contribution is valued

How to Apply

Please complete our [application form](#) and send your CV, along with up to three links or examples of your work, to recruitment@flintshirecab.org.uk

If you have any accessibility requirements, please contact us on **01352 706840** and we'll be happy to help.

We are committed to equality, inclusion, and diversity.

We particularly welcome applications from disabled people, Black, Asian and Minority Ethnic candidates, others underrepresented in our workforce, and people who are at the start of their career or returning to work after a break.