

Job Description

Marketing and Communications Manager

As an independent charity, the Naval Families Federation (NFF) provides support and guidance on matters affecting the lives of naval service families, acting as an advocate when appropriate to resolve complex issues. As subject matter experts we continue to contribute to academic research, act as a critical friend to the Royal Navy, drive Defence led policies presenting the naval families' perspective to influence senior decision makers and shape change.

Details:

Location	Portsmouth with flex for some home working by arrangement.
Working pattern	Full time, up to 36 hours per week (Prefer fewer hours? Please get in touch).
Reporting to	Chief Executive Officer.
Salary	£30,050 FTE (this role has no Line Management responsibility).
Other benefits	Generous leave allowance, free onsite secure parking.

Purpose:

The Marketing and Communications Manager is a key role responsible for planning and implementing all marketing and communications activity to engage key audiences: promoting the NFF brand and the breadth of support we offer Royal Navy (RN) and Royal Marines (RM) families. This role includes the co-ordination of *Homeport, our quarterly magazine, the production of reports, guides and other marketing material, social media management, analytics and nurturing relationships with suppliers. The Marketing and Communications Manager contributes to the Naval Families Federation team (currently comprises 15, both based in Portsmouth and homeworkers across the UK).

Responsibilities:

Content creation, digital, social media and website

- Collate and edit contributions to *Homeport from a range of sources, liaising with our Publisher and designer to meet deadlines.
- Create informative, relatable and relevant website content.
- Take ownership of the design and procurement of print resources and other marketing material including giveaways.
- Produce the NFF quarterly E-Bulletin, ensuring timely distribution.
- Attend events to engage with families, capturing stories to create content.
- Plan, design and deliver marketing campaigns to raise the profile of the NFF.
- Manage all social media platforms, creating and scheduling posts to ensure consistent engagement.

Analytics and continuous development

- Optimise the performance of the NFF website, ensuring content is current, compelling and user-friendly.
- Maintain secure handling of personal data and charity information, adhering to relevant regulations.
- Monitor and analyse trends to gauge the effectiveness of all communication platforms to form the basis of ongoing development.
- Contribute to reports to demonstrate the effectiveness of both our internal and external engagement.

Knowledge, skills and experience:

Essential	A keen interest and clear understanding of the impact of a military lifestyle on families.
	Experienced in using Facebook, X, Instagram, LinkedIn, Hootsuite (or similar) Survey Monkey and Mail Chimp in a professional context.
	Experienced in the application of WordPress, Adobe, Canva or similar.
	Ability to evaluate the effectiveness of social media and digital strategies, analysing audience demographics, posting habits, and engagement.
	Broad design and creative skills for content creation.
	Expertise in search engine and social media optimisation: an analytical, inquisitive nature.
	Excellent written and oral communication skills.
	Highly organised, flexible, able to prioritise tasks.
	Quick learner with curiosity about new innovations and a willingness to adapt and change.
	Proven track record in marketing and communications roles, including content creation and campaign management.
	Experience working collaboratively in a team environment and independently as needed.
	An understanding of the importance of GDPR, and intellectual property and Information Commissioner's Office compliance.

Desirable	Own car and current driving license.
	Recent experience of using collaborative working platforms including Microsoft 365 applications.
	Ideally at least 3 years' experience in a similar role.

Context and additional information:

Please contact NFF CEO, Sarah Clewes by email (sarah.clewes@nff.org.uk) for further details regarding this role or to provide clarification regarding any of the following pertinent information:

- We rely on NFF team members to supply electricity and use of broadband for purposes of working effectively from home. You may be able to claim working from home tax relief from HMRC in support of these small costs incurred. Full details are available on the gov.uk website.
- NFF can supply a laptop and agreed home office equipment for work purposes only, to enable flexible working, we assume you have a suitable home working environment.
- Expenses incurred whilst fulfilling the duties of this role post are paid in accordance with NFF policy.
- You may be required to attend events to engage naval families (overtime is not paid, however TOIL is given).
- Ability to travel and occasional overnight stays away from home.
- Willingness to successfully complete appropriate job-related training.
- Have, or be willing to undertake and pass, MOD security checks.

Learn more about the Naval Families Federation at nff.org.uk/about
See current and previous editions of Homeport at nff.org.uk/homeport-magazine