

JOB DESCRIPTION

JOB TITLE:

Events, Marketing and Outreach Officer

REPORTING TO:

Charity Development Manager

JOB PURPOSE

- To support and manage the administration of EYECAN events including in-house, external and fundraising opportunities
- To provide the first line of resilience for the Activities and Volunteers Co-Ordinator role.
- When required, accompany and assist clients during off-site visits, community events, and social outings, promoting independence and confidence.
- To co-ordinate, create and place content for the charity's social media platforms, championing its use within EYECAN.
- To draft and maintain content for charity website.
- To liaise with the 3rd party marketing agents with regards to website maintenance
- To write marketing literature including press releases.
- Aligning to the principles of Outcome Based Accountability (OBA), produce and manage communication with members, both electronically and manually, and manage the production of regular newsletters and other periodic externalised update reports.
- To maintain a current awareness of industry trends linked to visual impairment.
- To produce and order marketing material and equipment (inc. banners, leaflets) as and when required.
- To manage the EYECAN merchandise and order from suppliers, as and when required.
- To manage ad-hoc projects as they arise from the business plan.
- To undertake other administrative duties in support of the management team.

KEY RESULT AREAS

- Provision of proactive, accurate and high standard operational support to EYECAN in line with established procedures and guidelines
- In support of the management team, develop and build a culture of reporting that aligns to OBA guidance.

PERSONAL DEVELOPMENT RESPONSIBILITIES

- To develop and maintain good relationships with the team and the Charity.
- Work to a high level of accuracy, with little supervision and using own initiative to problem solve.
- To be flexible and adaptable, with a proactive approach to development and change.
- To maintain a friendly and empathetic nature to support clients and colleagues.
- To possess a professional and organised manner with good time management skills.
- To develop and maintain strong interactive skills and relate with people of all ages and demographics
- Be motivated towards developing technology that can support the work of EYECAN.

QUALIFICATIONS REQUIRED

- No specific qualifications are required for this role.

PERSON SPECIFICATION - EXPERIENCE

- Excellent communication skills, both written and verbal.
- Previous experience in marketing, events, and administrative roles would be desirable.
- Demonstration of excellent I.T. skills, mainly in MS Office 365 (Outlook, PowerPoint, Word and Excel).



- Previous experience of design and web platforms including Canva, Meta business suite and WordPress.

PERSONAL QUALITIES

- Proactive
- Friendly and empathetic
- Problem solver
- Committed
- Trustworthy