



JOB DESCRIPTION – January 2025

Job Title	Communications and Marketing Officer
Contract length	Fixed-Term, One Year
Reports To	Line Manager (Daisi Director)
Location	Hybrid working in Daisi office (Exeter Phoenix, EX4 3LS) and home. Office days are currently Tuesday and Wednesday.
Part Time	The role is 2 days per week (0.4 FTE)
Salary	£27,000 per annum pro rata
Other options and opportunities	Daisi is also seeking a Project Manager (Maternity Cover) which is a 3 days per week role (0.6 FTE), fixed term for up to 12 months. Applicants with the experience and flair required for both roles are invited to apply for a combined role which would create a full-time role (or potentially part time by negotiation).

Primary Purpose of Role

To effectively promote and communicate Daisi’s value and impact to communities through our diverse range of high-quality projects and overall portfolio of activities. The role will also focus on stimulating and securing increased financial and other support for Daisi through private giving, partnerships, and additional funding sources, ensuring sustainable growth, increased reach, and continued success.

Key Responsibilities

- 1) be a positive Ambassador for Daisi
- 2) strategically and practically develop and grow Daisi’s supporters, working closely with the Director and Board Fundraising Working Group to build on previous progress and to introduce and deliver new initiatives that increase financial and other support to Daisi

- 3) manage Daisi's website, keeping it up to date and fit for purpose, in line with the site's agreed purpose and style
- 4) manage Daisi's social media profile and presence, in line with our agreed communications and marketing plans
- 5) manage Daisi online profile including on partner/associated web and social media sites
- 6) develop and manage Daisi systems and procedures including:
 - a. put in place and manage a new digital Customer Relationship Management (CRM) system
 - b. Update and co-ordinate Daisi Impact Strategy which involves collecting, analysing and communicating feedback against outcomes in order to report upon and to inform ongoing progress
- 7) co-ordinate communications, develop relationships, and maintain Daisi's profile with private giving schemes, for example the Exeter Community Lottery, and Daisi's Friends Scheme
- 8) develop effective communications and marketing strategies and plans that are fit for purpose and proportionate to Daisi capacity, embedding them in the organisation going forward
- 9) create/design marketing assets (incl. PowerPoints, PDFs, case studies, reports) that communicate Daisi's values, activities, products and services
- 10) plan and deliver advertising and promotional campaigns for products or services on a variety of media (social, print etc.)
- 11) contribute to and collaborate with Daisi colleagues or other partners (as required), on funding bids, applications and commission tenders
- 12) work to defined budgets and targets
- 13) undertake all administration tasks associated with this Communications and Marketing role and in addition be responsible for a range of general administration tasks which are shared across the Daisi staff team
- 14) ensure work is documented and data and testimonies are logged, and learning is shared more widely
- 15) map activity against a range of appropriate categories in order to inform Daisi strategic planning
- 16) report, verbally and in a written report, to the Daisi Board meetings

- 17) carry out any other duties that may be reasonably required of the Marketing and Communications Officer, as agreed with the Director or Line Manager