

**ACF Communications and Marketing Officer**  
**Army Cadet Force Association**  
**Job Description**

<b>Job Title:</b>	ACF Communications and Marketing Officer	<b>Position Type:</b>	1 FTE. Permanent contract
<b>Department:</b>	Volunteer Recruitment and Communications	<b>Level/Salary Range:</b>	£30,000 - £35,000 p.a.
<b>Responsible for:</b>	ACF volunteer recruitment and communications	<b>Travel Required:</b>	Yes – within the UK
<b>Reporting to:</b>	Head of Volunteer Recruitment and Communications	<b>Closing Date:</b>	31 January 2018
<b>Location:</b>	Army Cadet Force Association, Holderness House, 51-61 Clifton Street, LONDON, EC2A 4DW		

**Purpose of the Post:**

- An exciting opportunity has arisen to use a diverse range of communications and marketing skills to assist and support the Head of Volunteer Recruitment and Communications in developing and delivering a wide-ranging national programme of promotional activity for the Army Cadet Force (ACF).
- The primary objectives of our marketing and communications programme are to:
  - Maintain the ACF's positive reputation as a voluntary youth organisation, across a wide range of internal and external stakeholders;
  - Recruit and retain sufficient and suitable adult volunteers and cadets.
  - Garner interest and support from far and wide within the UK; and
  - Demonstrate the value and relevance of the ACF to help retain and extend the current level of financial and other support from the Ministry of Defence, the British Army and local communities.
- You will have:
  - The ability to work effectively in a small organisation with many external partner organisations.
  - A good record in communications and marketing execution, experience of PR and relating to the media, experience in planning and managing events and the ability to engage and inspire a wide range of stakeholders.
  - Flexibility in working times and days owing to the need to work with a voluntary organisation. You would be expected to be able to work with minimal supervision.
- Ideally you will also have experience of producing copy for volunteer recruitment materials and be familiar with applying corporate brand identity guidelines.



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## Principal Responsibilities:

### *Print and digital media*

- Content development and production management of the ACF-focussed print and electronic magazine, published three times p.a. Including managing content and design for each issue from initial concepts through to sign off and dispatch (with support from an external editor and designer).
- Assisting with the development of the ongoing strategy for our magazine and associated e-newsletter.
- Assisting with the creation, redesign and review of template leaflets, brochures and display materials for the new online brand centre
- Gathering statistics and reporting on the performance of the magazine, e-newsletter and website.
- Assist in client side account management – multi-agency relationship management for both digital and print. After probation this could include managing an external digital agency to implement SEO and content recommendations for the ACF website.

### *Web and social media*

- Assist in the design and development of the national website and 55 county websites, providing training and support for ACF volunteers in managing their local websites
- Management of existing social media including content development, digital agency management and social media advertising.
- Assisting in the development of the national website ([armycadets.com](http://armycadets.com)) including writing and uploading new content.
- Working with external agencies on projects as required.
- Dealing with media enquiries, seeking permissions to film and liaising with the counties and film companies involved.
- Project management of video production and photography, including the image library.

### *Volunteer recruitment*

- Liaising on a regular basis with key contacts in the 55 regional counties, and with key stakeholders including staff and volunteers, and the British Army.
- Adult Volunteer web enquiry tracking and reporting to stakeholders
- Assisting with the production of additional publications and publicity materials.
- Writing suitable case studies for recruitment campaigns.

### *General*

- Reporting as required.
- Act as a brand guardian to ensure the brand is consistently applied across a disparate national organisation.
- Internal and external communications, working with a complex and diverse range of stakeholders.



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- Deputising for the Head of Volunteer Recruitment and Communications and / or the Combined Cadet Force (CCF) Marketing and Communications Officer as necessary.
- Working with the CCF Marketing and Communications Officer to provide support where needed.
- Supporting the content development and production management of the CCF print and electronic magazine – working with the CCF Communications and Marketing Officer.

Criteria	Essential	Desirable	Methods of assessment
Qualifications and Training	<ul style="list-style-type: none"> <li>▪ A recognised qualification or proven success in marketing and communications</li> <li>▪ Good general education</li> <li>▪ Evidence of continuing personal and professional development</li> </ul>		Application form, interview, certificates
Experience and knowledge	<ul style="list-style-type: none"> <li>▪ Knowledge of contemporary marketing and communications practices</li> <li>▪ Familiarity with the use of social media to deliver marketing and communications effects</li> <li>▪ Experience of working with partners, internally and externally</li> <li>▪ An understanding of policy relating to young people</li> <li>▪ An understanding of the Armed Forces</li> </ul>	<ul style="list-style-type: none"> <li>▪ Experience within the charity or not-for profit sector</li> <li>▪ Knowledge of the charitable sector and the youth environment</li> <li>▪ Knowledge of the one of the cadet forces</li> </ul>	Application form, interview, references



Criteria	Essential	Desirable	Methods of assessment
Skills and ability	<ul style="list-style-type: none"> <li>▪ Excellent written and verbal communication skills.</li> <li>▪ Meticulous attention to detail with good copy editing and proof reading skills.</li> <li>▪ Demonstrable experience of delivering a wide range of marketing and communications materials to a high standard.</li> <li>▪ Strong editorial and project management skills</li> <li>▪ Effective IT skills (Microsoft Office suite and management of website CMS)</li> <li>▪ Demonstrable success in establishing effective working relationships across a range of organisations at all levels</li> <li>▪ Planning and organisational ability</li> <li>▪ Ability to work on own initiative within an agreed framework of objectives</li> <li>▪ Enthusiasm, flexibility and innovation</li> <li>▪ Personal credibility and confidence</li> <li>▪ Discretion and sensitivity</li> </ul>	<ul style="list-style-type: none"> <li>▪ Information gathering and analysis skills</li> </ul>	Application form, interview, references

