



Marketing & Communication Lead

Dear Applicant

Thank you for your interest in the position of Marketing & Communications Lead at Centre4. I'm hoping that this pack provides you with everything that you need and that it inspires you to submit an application.

Centre4 is many things to many people with a wealth of activity, service and contracts, and projects to promote and share successes, it's such a unique facility in our community. I've only been in post for just over a year now but, since the very first day I visited, I've been struck by the sense of connection, community and immense pride that everyone holds for Centre4 and everything it represents.

This role is fundamental to success across all our themes of work, and you would be joining us at a time of significant growth and opportunity, with a recent refurbishment giving us a fresh look. We have a new youth building currently under construction which is going to bring an amazing new resource.

I am looking for someone who can bring excellent marketing and communication experience; someone who 'gets us', not just where we are now but where our vision is taking us. I'd welcome the opportunity to show you around and chat over a coffee if you would like to know more about the role and us.

Best regards

Tracey

Tracey Good

Chief Executive, Centre4

About Centre4

Centre4 was established in 1995 to support the ongoing regeneration of Grimsby and North East Lincolnshire.

Our modern Wootton Road community hub houses an array of activities and services at your fingertips, whether you're looking to squeeze in a workout at our community gym, reduce your weekly shopping bills at the Community Shop, take part in free activities or get access to practical help and support.

Our advice team is on hand to provide free and friendly support on benefits, debt and money management, housing, employment and much more. What's more, many of our services stretch beyond our centre and we're agile enough to deliver services across Grimsby and North East Lincolnshire.

Our Vision

Our vision is to support, enable and encourage the communities of North East Lincolnshire and surrounding areas to live thriving, healthy, happy lives.

We're a value-led organisation and remain committed to being:

Compassionate: We'll care, show kindness and help others in all that we do.

Honest: We'll be honest, truthful, open and sincere with others – both between ourselves as colleagues and to others. We'll do what we say we'll do.

Inclusive: We'll admire and value our communities, staff and volunteers – challenging oppression and valuing the diversity of local people.

Empowering: We'll support others to achieve their aspirations; and will always involve community members in service planning.

Our Work

Centre4 has two functions; firstly, as custodians of the community hub, we provide tenanted space for 14 organisations and room hire within our meeting and training rooms. We also provide a wealth of services, some in collaboration with partners, including:

Health & Wellbeing

Thrive – our NHS social prescribing contract ‘A Different Prescription’ connecting participants with activities, support and services to meet their practical, social and emotional needs to improve their health and wellbeing

Green Social Prescribing – a new service aimed at connecting participants with activities, support and services to meet their practical, social and emotional needs to improve their health and wellbeing

Debt and Advice – a team of specialist Advisors supporting the community to navigate their personal finances

Welcome and ConnectNEL – connecting our visitors and community with the services, support and activities with ease through in person, telephony and digital assistance

Community – a series of activities that reduce the isolation of our community through social interaction and support

Children, Young People & Families

Butterflies Day Nursery – based on Sutcliffe Avenue, our day nursery with wrap around provision for 0–5-year-olds and up to 8 years old during school holidays

Family Support – support for families with preschool children through a team of volunteer peer supporters to reduce isolation, raise confidence and build resilient families

Centre4Youth – our new youth building that offers open access youth provision and works with partners to deliver a range of specialist support, services and activities to meet the needs of young people across the borough

Employment & Training

Ethical Recruitment Agency – our own socially responsible employment agency focusing on health and social care recruitment offering personalised support and programmes to candidates and businesses

Role Information

Title: Marketing & Communications Lead

Accountable to: Chief Executive

Salary: £34,479

Work Type: Permanent

Hours: Hours are worked flexibly with hybrid working to support the needs of the business and operation across our opening hours 8am-7pm Monday – Friday, eventually extending to 9am – 2pm on Saturdays. Senior management cover is needed for all operational hours on a rota basis

Place of work: Centre4, 17a Wootton Road, Grimsby, DN33 1HE and other venues as needed

Annual leave: 25 days/year plus bank holidays, increasing annually to a maximum of 29 days/year

Benefits: Health and wellbeing schemes, improved sickness absence conditions, Community Shop membership, on site Community Café, free car parking, low-cost gym access, work-based savings scheme, cycle to work scheme, rewards and wellbeing offers, reduced nursery fees

Subject to: Satisfactory DBS, reference checks and six-month probationary period

Person Specification

This is an exciting opportunity to work across multiple organisations who deliver their services from Centre4. We are looking for a motivated, dynamic and experienced Marketing and Communications Lead to join our Centre4 family and who will help us build on our established reputation.

You will lead on the continuing creation and delivery of a combined marketing and communications strategy that will engage and champion the Centre4 family brand to all our key audiences, internally and externally, in a consistent manner via a number of mediums and platforms. You will be responsible for the management of the organisations' marketing activities, deploying successful campaigns from ideation to execution. You will need to have experience across various areas including digital and offline marketing, website management and social media, PR and brand management.

You will be the go-to person for insights on marketing activity ranging from CRM to email and paid media campaigns, to website optimisation to user adoption and behaviour. This is a new and exciting opportunity to work across multiple organisations who deliver their services from Centre4. We are looking for a motivated, dynamic and experienced Marketing, Communications and Data Manager to join our Centre4 family and who will help us build on our established reputation.

We're looking for someone who can bring:

- Proven marketing and communication expertise in a professional role
- The ability to develop and implement marketing and communication strategies that stand out to achieve strategic and operational KPIs and objectives
- Experience of management, development and delivery of integrated marketing and brand campaigns and activities to drive action in support of cross-organisational objectives working alongside organisations' senior leaders

- Expertise that helps us to understand how to evaluate the impact of our work – providing reports, digital insights and data as required; designing and building best practice reporting dashboards and insight reports and build solutions via a deep understanding of the data structure and data architecture
- A good working knowledge of website analytics (GA and other tools) and create dashboards and reports to track campaign and goal success. Help inform design and content changes to continuously improve website conversion (CRO).
- Knowledge of how to work with the team to plan, understand and communicate impact
- Excellent ICT skills – particularly Microsoft Office and working with bespoke systems and a willingness to work within them

You'll need to be:

- Focussed and able to plan to achieve outcomes across multiple areas of work, being able to problem solve and make decisions
- Willing and able to embrace our ethos and approach, embedding yourself in operation to be able to effectively understand and communicate vision
- Able to work effectively as part of a team to achieve multi-organisational objectives
- Inclusive in your approach, reflecting our ambition to drive EDI beyond policy
- Able to demonstrate significant interpersonal and consultative skills, including the ability to communicate, present, negotiate, influence and build credibility with colleagues and external parties

This role requires working in the voluntary sector, experience of this is not essential as we envisage that there may be potential candidates from other sectors with the essential skills and experience. However, the ability to adapt to working in the sector is crucial, it can be a culture shock for some, but the benefits are endless.

How to apply

Centre4 recruitment is processed through our internal recruitment agency, ERA, who will take you through the stages. However, if you would like to talk to us about the role in more detail, I am more than happy to have a chat at the hub. ERA will happily arrange this with you.

[To apply for the role please send us an up-to-date CV and a covering letter explaining your experience to enquiries@eraemployment.agency](mailto:enquiries@eraemployment.agency)

Applications should be submitted no later than 9am 12th August

Interviews are likely to be held week commencing 19th August

Equal, Diversity, and Inclusion

Centre4 is committed to equality of opportunity, diversity and inclusion in its recruitment process.

Safer Recruitment

Centre4 is committed to the welfare and safety of children and vulnerable adults in all of its operation and adheres to Safer Recruitment practice; the role will be subject to an Enhanced Disclosure and Barring Check.

More information

For more detailed information on the role, or to arrange an informal chat, contact Ethical Recruitment Agency manager Rachel Button on:

01472 236 677 / rachel.button@centre4.org.uk