

Role Description

ROLE TITLE:	Branch Marketing Officer			
LAST UPDATED:	September 2022			
REACH:	<u>Branch</u>	Region	UK & ROI	International
REFERENCE:	TBC			

1. MAIN PURPOSE OF ROLE

To raise awareness of Samaritans in the local community by coordinating all publicity and public relations activities within the Branch in order to recruit volunteers, raise funds and develop caller awareness.

2. POSITION AND SUPPORT IN ORGANISATION

Accountable to:	Leadership Team (and particularly Director)
Liases with:	Regional Marketing Officer, Functional Lead for Marketing, Communications team at CO
Works within a team of:	Publicity volunteers (where possible)

3. KEY RESPONSIBILITIES

a) To raise awareness of Samaritans in order to recruit volunteers, raise funds and develop caller awareness.

- To liaise with the Leadership Team so that branch publicity is based on branch needs and is kept in touch with branch plans.
- To agree with the Leadership Team a plan for publicity activities each year and draw up a strategy to achieve this.
- To co-ordinate **all** forms of publicity undertaken for the branch by volunteers and ensure they are working effectively together.
- With the help of the branch, to recruit publicity volunteers as required and to manage and support them.
- To ensure all publicity volunteers are given the opportunity to attend online training sessions organised by the Central Office communications team or within a region.
- To organise branch participation in organisation-wide publicity campaigns by liaising with the communications team at Central Office and the Regional Marketing Officer.

b) To act as the branch brand guardian and ensure branch publicity organised by and for the branch is in keeping with Samaritans policy and best practice guidelines, including our [One Voice policy](#).

- To liaise with the Regional Marketing Officer on a regular basis, attend regional publicity meetings and co-operate with other branches and the region as required.
- To ensure branch publicity is consistent with organisation-wide publicity by liaising with the communications team at Central Office.
- To encourage other publicity volunteers to attend regional meetings.
- To work with the branch volunteer recruitment team to ensure all recruitment is supported by appropriate publicity.

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- To work with colleagues in the branch to ensure fundraising activity is supported by appropriate publicity.
 - To strengthen the reputation of the organisation by utilising promotional and press resources prepared by the communications team at Central Office to ensure Samaritans branding and materials are used consistently and appropriately.
 - To understand the importance of using prepared organisation-wide materials when promoting Samaritans to potential volunteers, callers and donors, to advocate the consistent use of Samaritans visual identity.
 - After liaising within the Branch as appropriate, to be responsible for any agreement with outside groups, companies etc, who may offer to undertake publicity activities for the branch.
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4. QUALITIES & EXPERIENCE

- An outgoing person who will enjoy building up relationships with your local press, media and community.
 - Someone with sound knowledge of Samaritans vision, mission and values are important.
 - An excellent communicator, both oral and written.
 - A natural networker, with an ability to create and maintain relationships with various organisations and bodies.
 - Someone who is IT literate.
 - A person with experience of publicity, marketing, PR, media or advertising would be helpful.
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5. APPOINTMENT AND TIMESCALES

- As part of the branch committee, the term of office is three years as per usual Samaritans guidance.
 - The appointment is subject to an annual review.
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6. LOCATION, TRAVEL & EXPENSES

- Based at the branch.
 - All out of pocket expenses related to the role will be reimbursed by the branch in line with the relevant Expenses Policy.
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7. BENEFITS

- Develop meaningful relationships with local organisations, including press, to strengthen the reputation of your Branch in your community.
 - An opportunity to make a real difference to the success of the Branch – using publicity channels to fulfill Samaritans vision, mission and values.
 - Be part of a supportive regional and UK & ROI team who will support your development.
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8. RECRUITMENT AND SELECTION PROCESS

- The post is advertised as appropriate.
- Interested volunteers can apply by completing the application form within the set deadline.
- A meeting or interview should be held.
- Once an appointment has been made a representative of the Branch will notify the Regional Marketing Officer and communications team at Central Office.
- All new Samaritans volunteers should complete the Core Development for Support Volunteers digital modules if not already a Listening Volunteer.

This role description has been constructed as a best practice template. To ensure it remains in line with current Samaritans policy and operating practice, any branch adaptations to the content should be made following consultation with the Volunteering Team.