



Marketing & Engagement  
Officer (Services)

Job Pack

## Job Details

<b>Job Title:</b>	Marketing & Engagement Officer (Services)
<b>Location:</b>	Headway East London, 238-240 Kingsland Road, London E2 8AX Hybrid working option, however at least 3 days will be in person based at Headway East London.
<b>Team:</b>	Services
<b>Responsible to:</b>	Clinical Lead
<b>Contract:</b>	Fixed term contract until March 2026
<b>Hours</b>	28 hours per week (4 days)
<b>Salary:</b>	£30,000 (pro rata £24,000)

## About Us

Headway East London ([www.headwayeastlondon.org](http://www.headwayeastlondon.org)) is a charity supporting people living with brain injury. Working across 13 London boroughs we offer specialist support and services for survivors and their families. We offer therapies, advocacy, family support and community support work alongside our day service: a community venue where people can make the most of their abilities and interests.

We also promote awareness and understanding of brain injury by providing information to the public, and offering training to university students, professionals and businesses.

Our vision is to build a community where people with brain injury are valued, respected and able to fulfil their potential.



## About the Role

You will support our services with marketing to promote engagement with external customers. These services include therapy services, day and evening service and community support worker service.

You will develop and deliver marketing of a member-led training programme for external organisations. The purpose of this training is to increase awareness and understanding of brain injury. The training will be developed, delivered and evaluated with our members, who all have lived experience of brain injury. The audience for the training will include organisations, institutions and professionals working with people with brain injury.

## Principal Duties and Responsibilities

1. Support our services with marketing to promote engagement with external customers.
2. Lead on the marketing and promotion of services and member led training.
3. Lead on the design work associated with some of this work (e.g., mock-ups, early design concepts, marketing collateral), and present this externally and through social media channels, ensuring consistent use of Headway East London's branding and voice.
4. Identify and seek out new external opportunities which support the promotion of our services, ensuring that opportunities are quickly acted on.
5. Maintain accurate records and filing systems and ensure effective documentation of project deliverables.
6. Support members to participate in training events (in collaboration with other teams), by providing direct practical assistance.

## Key Relationships – Internal and External

- Internal: Clinical Lead, Service Managers, Comms Team, and members of Headway East London.
- External: Professionals from the public sector supporting people with acquired brain injuries.

## Health & Safety/GDPR

- Comply with safe working practices as outlined in Headway East London policies and take reasonable care for your own health and safety and that of others who may be affected by acts or omissions at work.
- Report any accidents, incidents or near misses as soon as reasonably practicable.
- Comply with GDPR guidance as outlined in Headway East London policy and report any breaches as soon as reasonably practicable.



## General

- Be aware of and adhere to Headway East London policies at all times.
- Take part in progress/performance reviews throughout the year.
- Cooperate with other departments to achieve good outcomes for our members.
- Attend training courses and complete online training modules as required to meet the requirements of the post.
- Take responsibility for own personal development, seeking out opportunities to learn new skills.
- Undertake any other duties as requested by management which are reasonably deemed to be within the scope of the role or necessary for the smooth running of the organisation.

## Other

- Apply the Headway East London values and behaviours to every aspect of the role at all times.
- Protect and enhance the interests and reputation of Headway East London internally and externally.
- Commit to the organisational principles of:
  - coproduction
  - equity, diversity and inclusion
  - sustainability



## Person Specification

Criteria	Essentials
<p><b>Experience</b></p>	<ul style="list-style-type: none"> <li>• Creating marketing materials and promoting projects using various channels.</li> <li>• Developing relationships and leads.</li> <li>• Supporting income generation/business activities.</li> <li>• Meeting income targets and deadlines.</li> </ul>
<p><b>Knowledge</b></p>	<ul style="list-style-type: none"> <li>• Understanding of co-production principles and their value.</li> <li>• Awareness of public sector training needs and income generation opportunities.</li> </ul>
<p><b>Skills</b></p>	<ul style="list-style-type: none"> <li>• Excellent communication and engagement skills for diverse audiences.</li> <li>• Ability to produce engaging and accessible marketing materials.</li> <li>• Strong organisational and administrative skills, including record-keeping.</li> <li>• Proficiency in IT tools (e.g., Microsoft Office) and design software including; Canva, Photoshop and Adobe Illustrator</li> </ul>

Criteria	Essentials
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Commitment to Headway East London’s values.</li> <li>• Creative, proactive, and able to take ideas through to delivery.</li> <li>• Adaptable and able to work with enthusiasm and humour.</li> </ul>
<b>Additional requirements</b>	<ul style="list-style-type: none"> <li>• Flexibility regarding working hours.</li> <li>• This post is subject to an enhanced DBS check.</li> </ul>

**The above job description is not exhaustive but an indication of the duties the post holder may undertake and will be subject to review.**



## To apply

The deadline to apply is 9:00 am, Monday 24 February 2025.

Interviews will be held w/c Monday 3rd March.

Please send your **Application Form** and voluntary **Equal Opportunities Monitoring Form** to [recruitment@headwayeastlondon.org](mailto:recruitment@headwayeastlondon.org)

For further information about the role and Headway East London, please contact the **Clinical Lead, Claire Farrington-Douglas:**

[claire.farringtondouglas@headwayeastlondon.org](mailto:claire.farringtondouglas@headwayeastlondon.org) or call on **020 7749 7790**.

No agencies please.

Headway East London is an Equal Opportunities Employer and we are committed to ensuring that all staff are motivated, skilled and rewarded by their work. We welcome applicants regardless of race, religion or belief, colour, national origin, sex, sexual orientation, disability, age and other protected status as required by law. We promote and protect human rights; they are the foundation of what we do.

We want to be an inclusive place where a diverse mix of talented people want to come and contribute their unique strengths and perspectives. We are focused on equality and believe that all the fascinating characteristics that make us different, make us more able to deliver our life-changing work with passion and creativity.

