

**Job Title:** Sensory Marketing Coordinator

**Grade:** Band C

**Reports to:** Head of Marketing and Communications

**Role Responsibilities:** No line management or budget responsibilities

### The Role

ECL (Essex Cares Limited) was established by Essex County Council in 2009 as the UK's first Local Authority Trading Company. We operate in London, Essex, and South East England. Our vision is to transform lives, empowering independence through care excellence for all.

The role of Sensory Marketing Coordinator will support our sensory service, which helps people with sight loss, hearing loss, or combined sight and hearing loss to maintain independence and dignity in all aspects of daily life. This is an ideal role for someone with a genuine passion for marketing and a desire to make a meaningful impact.

### Job purpose

The Sensory Marketing Coordinator primary purpose is to promote ECL's sensory services to increase awareness and reach across Essex. Working closely with sensory colleagues, you will create and schedule engaging content for our social media channels and other marketing platforms.

Your work will help raise awareness, engage key audiences and highlight the stories of the people we support.

You will also be required to attend regular meetings between Sensory and Marketing to enable a sustained marketing collaboration between both teams.

### Key Accountabilities

- Support the delivery of the sensory marketing plan to meet ECL's business objectives.
- Work flexibly and collaboratively with different teams to support key goals, no matter your position in the organisation.
- Think creatively, challenging the norms, and constructively challenging those around you (including those more senior) to ensure continuous improvement, commercial astuteness, and inspire the same in colleagues.
- Ensure understanding and the proper assessment and mitigation of risk, including Information Governance, Safeguarding, Health and Safety and Business Continuity.

## Duties and responsibilities

### Social media

- Create engaging content for sensory service social media channels, ensuring timely and accurate publication across all relevant platforms.
- Produce simple graphics and short videos using Canva.
- Research social media trends, awareness days and create relevant posts and blogs in response.
- Respond to positive comments and messages to help build relationships with Sensory Action Alliance members and wider audiences.

### Website

- Update copy, images and resources on all sensory pages of the ECL website, ensuring content remains accurate, current and accessible.

### Marketing

- Produce the Sensory Action Alliance newsletter twice a year using Canva.
- Attend sensory events or training sessions to capture photos and video content for marketing use.

This job description outlines the key tasks and responsibilities of the role but is not exhaustive. The jobholder may be required to undertake other reasonable duties as requested by their line manager.

## Person Specification

### Skills and Experience (all essential)

- Strong written communication skills with the ability to create clear, engaging and accessible content for social media, websites and newsletters.
- Creative thinking with the ability to develop compelling posts, graphics and short videos that resonate with key audiences.
- Attention to detail to ensure accuracy, consistency and high-quality output across all platforms.
- Good understanding of social media platforms (e.g., Facebook, Instagram, X, LinkedIn) and how to tailor content to each.
- Ability to research trends, awareness days and audience insights to inform relevant and timely content.
- Ability to capture and edit simple inhouse video productions or create basic graphics using Canva.
- Excellent IT skills with knowledge of relevant software applications including MS Outlook and PowerPoint.
- Willingness to learn and contribute ideas to support wider marketing efforts.

### Skills and Experience (desirable)

- Experience of working in the health and social care sector.

### Values and Behaviours

Ability to demonstrate, understand and apply ECL values (see below) and be able to evidence these attitudes and behaviours.

- Caring
- Excellence
- Integrity
- Teamwork

