

<b>Job Title:</b>	Marketing and Communications Officer
<b>Location:</b>	Hybrid working (normally two days a week in office)
<b>Responsible to:</b>	Operations Manager
<b>Accountable to:</b>	Board of Directors
<b>Salary</b>	£28,000-£30,000 per annum full time (37.5 hours per week)
<b>Contract type</b>	Permanent subject to funding

## About Norfolk Care Association

The Norfolk Care Association (NorCA) is the independent voice for adult social care providers in Norfolk and Waveney. NorCA advocates for the needs, challenges, and priorities of these providers, playing a pivotal role in bridging the gap between care organisations, local authorities, the NHS, and the wider health and social care system. Through this, NorCA ensures that provider organisations are represented and have a meaningful influence on policy and practice.

## Norfolk Care Association's Key Functions

- **Advocacy:** Representing adult social care providers and campaigning for sustainable funding, fair commissioning, and workforce reform.
- **Information Sharing:** Disseminating key information and insights to improve care quality and encourage system-wide collaboration.
- **Support:** Offering practical support and facilitating strategic conversations on complex sector issues.
- **Sector Intelligence:** Collecting and sharing intelligence to inform decision-making and enhance care quality.

## Role Purpose

Norfolk Care Association's ability to build relationships, gather insights, influence, grow, and sustain itself depends on how well it communicates with social care providers, sponsors, local authorities, NHS and wider system partners.

This role is responsible for bringing that communication to life: producing compelling content across all of Norfolk Care Association's channels. You will grow and retain our memberships, and sponsorships. You will plan and deliver our communications and events programme and manage the day-to-day relationships that keep providers connected and informed.

We are looking for someone who is a confident, versatile creator who can shift from a sector briefing to a social media post. You will be data literate using analytics and testing to understand what works and improve it. Commercially

aware you will need to make compelling cases for membership and sponsorship. Above all, you will be someone who takes pride in quality, follows through, and understands that in a small organisation, the standard of everything that goes out with Norfolk Care Association's name on it matters.

## Key Relationships

**Internal:** Operations Manager, Norfolk Care Association board members, Engagement and Project officer

**External:** Adult social care providers, commercial sponsors, premium members, Norfolk County Council, Media contacts, Event speakers, venues, and suppliers

## Key Responsibilities

### Content, Communications, and Brand

- Develop and maintain NorCA's content calendar, planning and scheduling content across all channels (website, social media, email newsletter, member communications) on a rolling forward basis, ensuring alignment with NorCA's advocacy priorities, strategic objectives, and events programme.
- Research, write, and publish engaging content for NorCA's newsletter, website, and email campaigns, taking ownership from planning and drafting through to distribution and performance evaluation, and using engagement data to continuously improve and test what resonates with our different audiences.
- Plan and coordinate content delivery across projects and activities, managing timelines, deliverables, and risks, maintaining clear records, and escalating where appropriate.
- Maintain and develop NorCA's brand identity across all outputs, ensuring consistency in visual style, messaging, and quality of presentation.
- Analyse data and produce clear, actionable reports, translating insights into recommendations to improve performance and inform decision-making.
- Support the Operations Manager with proofing and quality-assurance of all externally published materials, including board papers where relevant.

### Membership and Sponsor growth and relationships

- Design and deliver a structured membership and sponsorship acquisition and retention programme, identifying prospective members and sponsors, developing targeted outreach, managing onboarding, and monitoring performance against agreed growth objectives.
- Research and develop a pipeline of prospective members and sponsors, creating compelling membership propositions and sponsorship packages, and making initial approaches aligned with NorCA's values and priorities.

- Manage member and sponsor relationships end-to-end, from onboarding or agreement through to ongoing engagement and reporting, ensuring delivery of agreed benefits, recognition, and clear evidence of value.
- Maintain accurate and up-to-date records of all membership and sponsorship activity, supporting reporting, financial tracking, and forecasting.
- Monitor membership and sponsorship income and engagement against agreed targets, analysing trends, reporting variances, and recommending corrective actions to improve performance.

## Events Planning and Promotion

- Plan and manage NorCA's annual events programme, in partnership with the Operations Manager and board to align delivery with strategic priorities, adult social care provider needs, and the wider sector landscape.
- Lead the promotion of events, developing and delivering targeted communications, managing delegate registration, and driving attendance across relevant audiences.
- Coordinate end-to-end delivery of online and in-person events, including venue or platform booking, speaker liaison, delegate communications, and on-the-day management.
- Evaluate event performance through feedback and data analysis, producing clear reports on attendance, delegate experience, and outcomes, and applying learning to improve future events.
- Identify and secure event sponsorship in coordination with membership and sponsorship activity, ensuring sponsors are effectively integrated, appropriately recognised, and receive clear value.

## Stakeholder Engagement and Communications

- Act as a primary point of contact for social care providers and other stakeholders, responding to enquiries promptly and professionally, and ensuring appropriate referral where required.
- Manage routine stakeholder communications on behalf of NorCA, maintaining a consistent, clear, and accessible organisational voice.
- Monitor and triage shared communication channels, identifying emerging issues or themes, escalating where appropriate, and ensuring timely follow-up.
- Maintain accurate and up-to-date contact records and distribution lists within relevant systems, ensuring compliance with data protection requirements at all times.

## Additional Responsibilities

- Contribute flexibly to the work of a small team, taking on additional duties as required to support delivery of NorCA's priorities.

## Person Specification

The ideal candidate will bring strength across most of the areas below. We recognise that strong candidates rarely meet every requirement, and we recruit in the round, taking the whole person into account. If you are developing in some areas but bring clear strengths in others, we encourage you to apply.

### Knowledge

Understanding of marketing approaches, including social media, email marketing, and website content management

Understanding of brand principles and the importance of maintaining consistency in tone, messaging, and visual identity

Awareness of GDPR and data protection requirements as they apply to marketing and communications activity

Understanding of the adult social care sector in Norfolk and Waveney, including key challenges (funding, workforce, quality)

Familiarity with the voluntary, membership, or health and care sector

### Experience

Demonstrated experience of planning and producing multi-channel content, with evidence of audience growth or engagement improvement

Experience of using data and analytics to improve marketing performance, including testing approaches (e.g. A/B testing), with evidence of insight-led decisions that improved outcomes

Experience of planning and delivering events (online or in-person) from promotion through to post-event evaluation

Experience of developing or supporting commercial relationships such as sponsorship, partnerships, or advertising

Experience of planning and prioritising communications or campaigns to achieve defined objectives, balancing competing demands effectively

### Skills

Strong written communication skills, with the ability to adapt tone and style for different audiences and purposes

Proficiency with digital tools, including content creation and design tools, email marketing platforms, website CMS, GA4 and core office productivity software

Ability to analyse performance data (e.g. open rates, reach, click-through, website analytics) and translate findings into clear reports and actionable recommendations

Ability to prioritise workload, manage competing demands, and focus effort on activities that deliver the greatest impact

Ability to identify, assess, and escalate risks to delivery, including reputational, compliance, and operational risks

Ability to work collaboratively with internal and external stakeholders to gather content, align messaging, and deliver communications effectively

Graphic design capability or experience with tools such Canva

## Behaviours

**Communicating with Impact:** Writes clearly and accurately, adapting style and tone for different audiences. Listens actively and selects appropriate channels and formats. Confident representing NorCA externally without requiring close supervision.

**Building and Sustaining Relationships** Builds trust with a wide range of stakeholders without relying on formal authority. Maintains relationships consistently and handles sensitive conversations professionally. Understands that strong relationships drive organisational impact.

**Reliable and Accountable:** Plans and manages their own workload, setting realistic timelines. Identifies and raises risks early. Delivers work to a consistently high standard, follows through on commitments, and takes ownership of outcomes, communicating openly when issues arise.

**Adapting and Learning:** Responds constructively to change and feedback. Reflects on what has and hasn't worked, seeks feedback, and applies learning to improve. Shows curiosity about the sector and how to strengthen impact.

**Collaborative and Inclusive Working:** Works collaboratively, shares information appropriately, and involves others at the right time. Works with colleagues to meet the organisations overall objectives and work requirements. Treats all stakeholders with respect and contributes positively to team culture.

**Attention to Quality and Detail** Produces accurate, well-presented work first time. Checks outputs before submission and handles sensitive information with care. Understands the reputational impact of errors.

**Commercial and Audience Awareness:** Focuses on what audiences need and value, not just organisational messaging. Understands and can articulate the value of membership and sponsorship to different audiences. Proactively seeks opportunities to grow reach, engagement, and income.

A full UK driving licence and access to a vehicle are required for this role. Mileage will be reimbursed in line with NorCA's policy where travel is required.

## Equal Opportunities

Norfolk Care Association is committed to building a diverse and inclusive organisation that reflects the communities we work with. We actively welcome applications from people of all backgrounds and experiences, and particularly encourage those who are underrepresented in the sector to apply. We are committed to fair, transparent recruitment and to creating an environment where everyone feels respected, supported, and able to contribute fully.

## Flexible Working

Norfolk Care Association supports flexible working and recognises the importance of balancing work and personal commitments. This role is offered on a hybrid basis, with a minimum expectation of office presence alongside flexibility in how working time is organised. We welcome conversations about flexible working, including part-time arrangements, job share, and alternative working patterns, and will consider all requests in line with organisational needs.

## Application

Please send your CV and a covering letter outlining:

- why you're interested in the role
- how your experience and strengths relate to the person specification

Email: [recruitment@norfolkcareassociation.org.uk](mailto:recruitment@norfolkcareassociation.org.uk) .

Deadline: 0900 17/04/2025

We recognise that candidates may not meet every requirement and encourage applications from those who bring strong relevant skills and potential.

If you would like to arrange an informal conversation, please email

[recruitment@norfolkcareassociation.org.uk](mailto:recruitment@norfolkcareassociation.org.uk)

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