

## **JOB DESCRIPTION**

### **Living With a Hearing Loss (LWHL) - Project Outreach Worker - Marketing & PR**

**Job Title:** Living With a Hearing Loss (LWHL) Project Outreach Worker - Marketing and PR

**Location:** Bromley - Office based

**Reports to:** Bromley Centre Manager

**Hours and Salary:** Fixed term contract until 31<sup>st</sup> August 2019 - 15 hours per week (20,625.28 pro rata)

## **JOB SUMMARY**

The 'Living with a Hearing Loss' project is designed to support older people to manage the difficulties experienced by losing their hearing. This is achieved by providing access to appropriate information, skills and services in an empathic learning environment. The Project Administrator will work closely with the Project Manager to deliver a marketing campaign to recruit participants to the Living with a Hearing Loss courses.

## **MAIN PURPOSE OF THE POST**

- a) To work with the Project Administrator to source and book venues for upcoming courses
- b) To develop strategy and run the marketing and promotional campaigns for the recruitment of participants to our LWHL courses including designing flyers along with the Project Administrator.
- c) To network with appropriate organisations to promote LWHL course awareness.
- d) Collate appropriate reports for Project Administrator

# **MAIN DUTIES**

## **A. PROMOTING LWHL GROUPS**

- Actively develop the promotion of the courses towards the targeted audience. This includes: Liaising with organisations on a local level in the 4 main catchment areas of London.
- Build relationships with corporate and media stakeholders
- Develop and deliver an evaluation feedback strategy to analyse data.
- Keep course registration and reports up to date for administrator.
- Drive online traffic through social media and website.

## **B. MISCELLANEOUS**

01. To source and book suitable, accessible venues for upcoming courses across London, ensuring a good geographical coverage and alternating Counties.
02. To support the Project administrator with any other duties in relation to the project.
03. To attend meetings and provide support at deafPLUS awareness and information days as and when required
04. To share in agreed staff development policies by receiving regular supervision and annual appraisals
05. To undertake training and development relevant to the job as identified. To develop an agreed personal training plan and carry this out using internal and external training as required.
06. To attend staff meetings and provide support at deafPLUS awareness and information days as and when required
07. To participate in fundraising activities when required.
08. To ensure knowledge on Lipreading Standards, equipment, welfare rights and related issues is up-to-date.
09. To adhere to and promote deafPLUS's policies and standards, especially the Equal Opportunities, Health and Safety and Total Communication policies.
10. To comply with the no smoking policy in place whilst working within deafPLUS buildings
11. To adhere to deafPLUS' Quality Standards (Matrix, AQS) and deafPLUS' policies and procedures including data protection and confidentiality.
12. To occasionally work unsociable hours and undertake travel as necessary and when agreed.
13. To act as an ambassador for deafPLUS promoting a positive and professional image and attitude at all times
14. To support the Centre Manager and other deafPLUS staff in achieving the aims of deafPLUS and carry out such other relevant duties as may be agreed.
15. To coordinate and manage own Access to Work support.

16. To undertake any other duties as reasonably required or requested by line management.

**Confidentially:**

To respect the confidentiality of information relating to the work of the LWHL team, the work of deafPLUS and its clients and users.

**Note:** The final interpretation of this job description rests with the CEO in consultation with the Head of Services and the jobholder. It will be reviewed in the course of supervision meeting and any amendments will be negotiated with the jobholder. The jobholder is also expected to share in other work with deafPLUS as time permits and by agreement with the Centre Manager.

**Signed (job holder):**

**Date:**

**Signed (line manager):**

**Date:**