

Communications Officer

Job Description

September 2023

**Completed Applications are to be
returned to Susan.cave@cvsbrent.org.uk**

Closing Date - Tuesday 26 September Noon

Interviews Wednesday 4 October 2023

JOB DESCRIPTION

Post Title: Communications Officer

Responsible to: Community Engagement Project Manager

Responsible for: The Communications Officer will be responsible for updating and creating content for the website, and other social media platforms, providing creative and operational support for the charity's work. He or she will play a key role in ensuring communications are both influential and informative for the full range of our stakeholders, using a wide range of mediums.

Post based at: A desk will be provided in SEEDs Community & Enterprise Hub, Empire Way, Wembley, HA9 0RJ. The post holder will also be required to work from other locations and from home.
The postholder will be expected to be on and off-site as part of the Centre's Outreach and other work programmes.

Salary: £24,000 pro rata, per annum.

Pension: CVS Brent has a Stakeholder Pension Scheme and will contribute 3% of the post's salary. An employee needs to contribute a minimum of 2% of their salary to their pension to receive the 3% contribution.

Duration of

Contract: Contract for the period 12 months

Hours

- 6 hours per week. Flexible working welcomed.
- Annual leave entitlement is 25 days per annum pro rata plus Bank Holidays.
- All appointments are made on the basis of satisfactory references, a 6-month probationary period and a satisfactory DBS check.

Purpose of Role:

The Communications Officer is responsible for external communications and supporting public relations. This is a diverse role with opportunities to deliver a range of marketing and communications activities. The Communications Officers work closely with the Community Engagement Officer.

1 General

- 1.1 Responsible for the communications and marketing for BACA, ensuring that these are effective.
- 1.2 To ensure the charity brand is prominent and adheres to brand guidelines across all communications.
- 1.3 To assist staff in the application of BACA's visual identity to their documents whether through providing guidelines or via developing templates.
- 1.4 To maintain databases of key stakeholders and manage regular communication via a variety of different media.
- 1.5 To keep abreast of innovations in communications & marketing and recommend appropriate enhancements.
- 1.6 To create marketing materials, ensuring that they are available for displayed at BACA led community events.
- 1.7 To design digital and printed marketing materials.
- 1.8 To maintain a press cuttings file comprising of traditional and digital content relating to BACA.
- 1.9 To attend, and take minutes as required, at meetings such as that of the Communications Committee.
- 1.10 Co-ordinating, editing and drafting text for a organisation Bulletin of forthcoming news and events relating to the work and activities taking place.

2 Website

- 2.1 To assist in the management of a BACA website to update it as and when required (with important messages and engaging content, news, events, videos and photographs).
- 2.2 To use new media technologies to deliver website visitors and increase online visibility.
- 2.3 To ensure all content is accurate and timely.
- 2.4 To help to create, maintain and update video content for BACA website on a regular basis.
- 2.5 To create booking pages for a range of events that take place throughout the year, produce email responses and maintain contact with future attendees.
- 2.6 To maintain databases for, and content on, third party websites to ensure information is up-to-date and accurate at all times.
- 2.7 To keep abreast with innovations within digital marketing and make recommendations as appropriate.

Marketing

- 3.1 To gather information for and then produce periodic e-newsletters to stakeholders.
- 3.2 To maintain a digital photographic library, including taking photos of School events and booking and organising professional photography as required.
- 3.3 To take photographs around BACA, for promotional and communications use.
- 3.4 To assist managing BACA's social media accounts, including maintaining the social media strategy and monitoring BACA's online presence.
- 3.5 To produce monthly reports on effectiveness of social media posts.

- 3.6 To support academic staff with social media advice/account management.
- 3.7 To produce e-invitations and use MailChimp and/or Outlook to send these to a maintained.
- 3.8 To use the most appropriate tools for scheduling, tracking and producing digital communications.
- 3.9 To use online survey software, such as Survey Monkey, to gather feedback on events and marketing activities, and send surveys to key stakeholders.
- 3.10 To produce online adverts/messaging as part of agreed campaigns.

4 Social Media

- 4.1 Weekly management of social media communications with supporters and interested parties,
- 4.2 building relationships with existing supporters and donors online.
- 4.3 Daily monitoring and reporting of social media activity.
- 4.4 Contribute to the development and delivery of social media strategies.
- 4.5 Growth of social media networks and audiences.
- 4.6 Photo editing of images from our projects using specialist software.

Communications Officer

Person Specification

	Essential/ Desirable	Application Documents	Assessment Test	Interview
Qualification				
Educated to degree level or equivalent	D	✓		
Relevant Experience				
Demonstrable experience of creating written content across a range of communication channels, both online and offline for a variety of audiences	E	✓		✓
Awareness of the issues around ethical content gathering and story telling	E	✓		✓
Practical experience of publishing web and social media campaigns using CMS's	E	✓		✓
Demonstrable experience in filming, video editing, photography & photo editing skills	E	✓		✓
Excellent oral and written communication skills	E	✓		✓
Excellent editorial skills and attention to detail	E			✓
Ability to analyse data.	E			✓
Skills and Competencies				
Understanding of and experience of using different social media channels	E			✓
Thinking creatively to maximise new opportunities.	E			✓
A proactive approach to work, knowing when to work independently but also as part of a team	E	✓		✓
Strong computer skills, including using Microsoft Office and Excel	E			✓
Excellent problem solving skills, initiative and creative approach to working	E	✓		✓
Excellent Listening & interpersonal skills	E			✓