

## **Communications officer (engagement) job pack**

<b>Title</b>	Communications officer
<b>Hours</b>	Full time
<b>Salary</b>	£24,000 - £27,000
<b>Accountable to</b>	Engagement manager
<b>Responsible for</b>	No direct line management at present
<b>Based</b>	Cambridgeshire office (St Ives), Norfolk office (Swaffham) or working remotely (with occasional travel to our office location/s)

### **About Caring Together**

Three in five of us will become a carer at some point in our life. Caring Together is an ambitious regional charity that provides emotional and practical support, advice and guidance to carers of all ages and their families, as well as opportunities to take a break from their caring role.

Our vision is of a world in which all carers have choices.

### **About the role**

It is an exciting time to consider being part of our team. We are focussing on growth to reach more carers and have made considerable investment in our workforce.

As part of the fundraising and engagement team, you will use your skills, experience and knowledge of the third sector to raise the profile of the charity, increasing the number of carers using our services, and maximising income and support for the charity through effective marketing and communications.

Your key focus will be to support the delivery of our engagement plan and activities. From interviewing a carer to produce a powerful human-interest story, to creating content for a digital fundraising campaign, this is a hugely varied role where no two days are the same.

You will need initiative, creativity and the ability to connect with a wide range of people.

The successful candidate will have experience in either marketing and/or communications and the enthusiasm, imagination and dedication to creating a world in which all carers have choices.

## **Key accountabilities of the role**

1. To work alongside the engagement manager, digital transformation manager and other members of the fundraising and engagement team in taking our digital marketing and communications forwards.
2. To play a key role in the implementation of digital marketing and communications plans and campaigns and actively monitor, evaluate and report on their performance.
3. To create content, including videos, for use across our communication channels including website, emails, magazine, social media and webinars to increase engagement with Caring Together. Content will be engaging, accessible and user friendly. This will support the fundraising and communications strategy, and charity objectives.
4. To positively interact with other social media accounts, and to coordinate and maintain timely response rates to digital engagement, including outside of normal working hours.
5. To create and maintain a library of human-interest stories appropriate for use supporting charity marketing and communications, including photography and video. Proactively engaging with staff, volunteers, carers and others to identify subjects and opportunities for capture, and then see these through to completion.
6. To produce targeted communications to create and support the Caring Together donor journey and develop efficient processes and systems to implement this.
7. To effectively communicate with a range of stakeholders and audiences both internally and externally, including building new relationships.
8. To develop key messages and propositions, creating and maintaining appropriate and consistent language and terminology across all channels in line with the charity's tone of voice and style guidelines.
9. To adhere to and support the implementation of the charity's brand, ensuring consistency across all internal and external communications.
10. To travel to other locations on occasion as required.
11. To play an active role in the fundraising and engagement team and across the charity, providing support as required.
12. To effectively manage own calendar to undertake responsibilities of the role.
13. Be an ambassador for cultural change, including embedding behaviours.
14. Work at all times within the philosophy and policies of Caring Together.

15.Undertake any other duties that may be considered commensurate with the level of the post.

Caring Together is committed to safeguarding and promoting the welfare of vulnerable adults and children and expects staff and volunteers to share this commitment. We are inclusive. We celebrate multiple approaches and points of view. We are an equal opportunities employer and expect staff to respect the personal choice and lifestyles of colleagues, carers, and people with care needs.

## Communications officer (engagement) -person specification

Requirements	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>A-level or equivalent in subject requiring strong written skills.</li> </ul>	<ul style="list-style-type: none"> <li>Professional marketing or communications qualification</li> <li>Professional membership in a relevant discipline, e.g. CIM or CIPR.</li> </ul>
<b>Experience and knowledge</b>	<ul style="list-style-type: none"> <li>A proven track record of using digital marketing and communications channels to successfully engage with audiences and/or generate income</li> <li>Experience of writing copy, editing and producing content for a variety of audiences</li> <li>Experience working in a customer-focused environment and/or delivering excellent supporter care.</li> <li>Experience of delivering or supporting digital marketing and communications campaigns, including paid for digital advertising.</li> <li>Experience of using social media management tools.</li> <li>Experience of using analytics to plan and monitor and evaluate performance of digital marketing and communications activity,</li> </ul>	<ul style="list-style-type: none"> <li>Experience of digital marketing and communications in the voluntary sector, in particular for fundraising</li> <li>A proven track record in building, managing and developing relationships with key stakeholders internally and externally.</li> </ul>

	including website, social media and ecommunications.	
<b>Skills and abilities</b>	<ul style="list-style-type: none"> <li>• Ability to build positive relationships with a wide range of stakeholders</li> <li>• Strong communication skills both written and verbal</li> <li>• Excellent organisation and time management skills</li> <li>• Good I.T. skills and ability to use CRM databases</li> <li>• Highly organised with good attention to detail</li> <li>• Creativity and the ability to produce ideas and see them through to implementation</li> <li>• Ability to capture photos and create and edit video content.</li> <li>• Ability to monitor, evaluate and report on performance of digital marketing and communications.</li> <li>• Ability to interpret and implement brand guidelines.</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of desktop publishing, graphic design and associated software</li> <li>• Understanding of accessibility considerations in digital communications.</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Ability to work as part of a team and under own initiative</li> <li>• Ability to work under pressure and cope with change and conflicting priorities</li> </ul>	<ul style="list-style-type: none"> <li>• An enthusiasm for and understanding of carers' support and rights.</li> <li>• An interest in current affairs, particularly in relation to the health</li> </ul>

	<ul style="list-style-type: none"> <li>• Self-motivated and committed to achieving the objectives of the charity</li> <li>• Flexibility to work unsocial hours as the role demands</li> <li>• UK driving licence and own transport</li> <li>• Willingness to travel across the region as required.</li> </ul>	and social care sector and third sector.
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## **Application and recruitment process**

<b>Closing date</b>	The closing date for this post is 31 August 2021 at 9am.
<b>Interview</b>	It is anticipated that interviews for this post will take place in week beginning 6 September 2021.
<b>Start date</b>	The post is available immediately on a full-time, permanent basis.
<b>Referees</b>	The successful candidate will be asked to provide contact information for two referees. It is expected that one of these will be your current or most recent employer.
<b>Proof of qualifications</b>	The person specification for this post lists qualifications that are essential and/or desirable. If you are successful, you will be asked to provide original certificates of these educational and professional qualifications. Please do not enclose these with your application.
<b>Terms and conditions</b>	Full details of the terms and conditions of employment will be made available to the successful candidate.
<b>Annual leave</b>	The successful candidate will be entitled to 25 days annual leave plus statutory holidays (eight days) as well as the option to buy and sell annual leave in accordance with our policy.
<b>Pension</b>	Caring Together comply with all current legislation regarding auto-enrolment into a pension scheme for employees.
<b>Entitlement to work</b>	If you are shortlisted for interview, you will be asked to bring to interview original documentary evidence of your entitlement to work in the UK in line with a list of acceptable documents that we will provide to shortlisted candidates. Please do not enclose these with your application.
<b>Working hours</b>	Normal working hours are between 09:00 and 17:00, however Caring Together is committed to ensuring a work life balance for our employees as well as supporting employees with priorities such as caring or other family commitments. We support flexible working patterns and arrangements where these are mutually agreed between the employee and their line manager. The successful candidate may be required to work flexibly at evenings and weekends at times, depending on the role.
<b>Benefits</b>	Full details of the benefits of employment will made available to the successful candidate.