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| JOB DESCRIPTION | |
| TITLE: | Communications Officer |
| WORKING HOURS: | 15 hours per week. Some evening and weekend work will be required |
| CONTRACT: | One Year. Fixed term. Extension subject to funding |
| SALARY: | £28,000 per annum pro rata (dependant of experience) |
| RESPONSIBLE TO: | Carers Services Manager |
| WORKBASE: | Office, Home & Outreach in the local community |
| MAIN PURPOSE | |
| Southend Carersis a small local charity and our mission is to make life easier and fairer for all Carers living in Southend-on-Sea, by providing information, advice & guidance, and supporting their access to essential practical, emotional and financial services.  We are looking for an enthusiastic, dynamic, meticulous and motivated individual to join our team, with proven experience of creating engaging content for websites, social media platforms and promotional tools; monitoring and overseeing media presence and digital impacts; and coordination of wider communication campaigns and events.  As a Communications Officer this role will be key to delivering Southend Carers communications across website, social media, publishing, marketing, branding and events activities.  The role is busy and varied across a wide-range of key communications activities, and we therefore seek   * Be proficient, confident and efficient in the use of digital, social media and IT tools * Have excellent communication and interpersonal skills * Confident in engaging, talking and listening to and meeting people * Have a passion for helping support the most vulnerable living in the Southend-on-Sea area | |
| MAIN TASKS | |
| 1. Responsible for creating and delivering communications and marketing plans for all projects across the organisation, managing newsletters, writing marketing copy, identifying content for and scheduling social media messages, creating content for our website, developing videos and developing new approaches to digital publishing 2. To manage & coordinate all of Southend Carers website and social media channels, schedule and publish content, and create exciting content to engage with followers and supporters via Instagram, Facebook, Twitter, LinkedIn, Youtube 3. Collaborate with Senior Management team to plan content, oversee the team's social media activities, engage with clients, supporters and influencers, to ensure that all stakeholders are able to understand Southend Carers support offer and recognise issues that impact on Carers. 4. Collaborate with Senior Management team to develop and implement Southend Carers communications strategy to grow the charity’s public profile - widening recognition of the charity’s work and the support offered by the organisation to All Carers 5. To create, maintain and manage Southend Carers social media content calendar 6. Attend internal and external local events as required, in order to provide real time social media coverage 7. Collect and collate a range of performance indicators that will enable us to monitor and evaluate the impact of our communications and digital activities. 8. Establish and maintain effective relationship with the communication teams of other statutory, health and non-statutory organisations to facilitate collaborative approach to providing support for carers 9. Communicate any daily requests for support received via social media channels to Carers Services Manager & Support team for action 10. Maintain and ensure compliance with all corporate and operational policies related to information governance and digital inclusion, its development and delivery particularly those related to information governance and GDPR. 11. The post-holder will be required to participate in professional development, using appropriate learning and training opportunities, to improve relevant knowledge and skills and ensure compliance with Governance requirements. 12. Work within the policies and procedures of Southend Carers to ensure that all activities comply with all relevant legislation and guidance, in particular Safeguarding, Health & Safety guidance and GDPR data compliance. 13. Adhere to strict data protection legislation and data sharing agreements. 14. Undertake any tasks consistent with the scope of the role, ensuring that work is delivered in a timely and effective manner. 15. To undertake internal, peer and self-training to ensure up to date knowledge on key carer specific legislation, opportunities for carers and local community services | |
| PERSON SPECIFICATION | |
| ESSENTIAL   * Minimum of 2-3 years relevant experience in communications role * Able to generate bold, creative, share-worthy content that develops the Southend Carers brand and reflects our values, connecting with our community and with partners * Experience in Adobe Creative Suite and Canva and any other appropriate/necessary social media platform – in particular InDesign, Illustrator and Photoshop (design experience) * Experience of producing branded event materials and publications from concept through to design and print. * Experience of uploading content for digital communication channels including website and social media. * Knowledge and understanding of the role of social media and digital technologies in the generation of insight, engagement and action * Experience of mainstream social media platforms including Instagram, TikTok, YouTube, Twitter and Facebook, an understanding of their content formats and how audiences use them * Working knowledge of CMS’s, Cloud computing and HTML * Understanding of how influencers can play a key role in building brand awareness, affinity, content creation and driving value for brands would be a big advantage too!   Desirable   * Experience of developing and delivering digital and information based solutions to meet the changing demands of charity sector and those that use its services, in a community based setting * Experience of design and photo editing programmes * Ability to work with other staff and volunteers in the charity in identifying new opportunities for funding, development and promotion of our services * Understanding of current legislation and operational obligations related to online safety, copyright, General Data Protection Regulation (GDPR) and Information Governance as relates to a charity organisation and it’s social media activities * Driving licence and access to use of vehicle   Personal Qualities:   * Confident in meeting, engaging, talking and listening to people * Ability to work under own initiative and as part of a team with a degree of flexibility * Ability to work under pressure to meet strict deadlines in an organised, efficient and practical manner * Ability to deal sensitively with complex issues and situations * Manages own emotional response to work effectively and able to set & maintain professional boundaries. * Strong commitment to the core aims, vision and values of Southend Carers * Ability to maintain strict confidentiality and work boundaries * A ‘people person’, open to new ideas with a positive attitude to new ways of working * Commitment to excellent customer service and quality | |
| Health & Safety | |
| As an Employee of Southend Carers you have a responsibility under the Health and Safety at Work Act to ensure health and safety of all carers, colleagues, volunteers and visitors in accordance with Health and Safety Policy including to:-   * To be committed to safeguarding and promoting the welfare of vulnerable adults and children. * To comply with carry out all duties in accordance with the requirements of the Health and Safety at Work Act 1974, adopting safe working practices at all times, paying particular attention to the reporting of dangerous situations * Take reasonable care of yourself and others at work to ensure that Health and Safety rules are not broken and report & take action to address operational Health and Safety risk * This post is subject to an enhanced DBS disclosure and costs will be met by Southend Carers | |
| Equality & Diversity | |
| Southend Carers conducts an anonymised recruitment process and is committed to eliminating discrimination and encouraging diversity amongst its workforce. We welcome applications from everyone regardless of age, sexual orientation, gender, ethnic background, faith or disability. What interests us most is you and your values, skills, experience and aptitude for your work  Southend Carers is committed to anti-discriminatory policies and practices. The post holder is required to 1) make a positive contribution to promote equality, equity, inclusion and diversity, 2) respect the personal choice and lifestyles of colleagues, carers, and others and 3) ensure that they adhere to Southend Carers value principles at all times. | |