

COMMUNICATIONS OFFICER

JOB DESCRIPTION

Post Title:	Communications Officer part-time
Starting salary:	£25000-28000 pro-rata and depending upon experience
Hours of Work:	18 hours per week, over 3 days
Contract	Two year fixed term but could lead to permanent position
Reporting to:	Director of services

This post is subject to the successful completion of a probationary period.

Job Purpose:

The communications officer has a key role to play in planning and delivering communications to key groups, such as supporters, volunteers or staff. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online marketing materials. They will also plan and implement communications and marketing campaigns to raise awareness of The Garwood Foundation's Capital project where a new state of the art 19-25 facility is planned.

You will always act as an effective ambassador for The Garwood Foundation with consideration to the values and objectives of the charity.

Strategy

- Work to develop and deliver The Garwood Foundations comms across the entire spectrum of comms disciplines including: media and public relations, celebrity management, internal comms, brand marketing, advertising, marketing, digital and social media and production of materials.
- Planning, development, delivery and evaluation of engagement and external communications activities.

Publications

- Lead on copy-writing and production of marketing materials and key publications including Annual Review.
- Produce copy for a range of communications materials, including press releases, newsletters, leaflets.
- Design, copy-write and distribute regular e-bulletins to promote publications, programme activities, events and other key information.
- Oversee the management of a case studies.

Website

- Take responsibility for the development and management of the website and blog, including content and layout, making improvements to

functionality, maximising its potential and monitoring its performance in partnership with fundraising officer.

Social media

- Manage and expand social media presence, sourcing and sharing newsworthy information from across the charity in partnership with fundraising officer.

Publicity and media

- Increase the organisation's profile across media, and with influencers and organisations.
- Act as a spokesperson when necessary in conjunction with the Director of Services.
- Develop relationships with target media representatives.
- Write releases, articles and statements in conjunction with Director of Services.
- Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics.
- Responding to enquiries, press releases and the media.
- Acting as the Garwood Foundations brand guardian to maintain and build the organisations reputation.

Internal communications

- Enhance communications with colleagues and develop an understanding of the charity's work and needs of its users.
- Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues.
- Analyse all aspects of communications on a quarterly basis and prepare a report to present to the Management Board.
- Taking responsibility for ensuring that information stored on databases is up-to-date, accurate and of a high standard.
- Assisting in providing marketing materials and support to the Fundraising Officer in connection with the preparation of specific fundraising events.

Staff and supplier management

- Manage any volunteers and interns.
- Manage relationships with suppliers of services essential to communication work.
- Supporting event management, emphasis upon 70th anniversary of The Garwood Foundation is planned for June 2022.

Other

- Take an active part and where required manage the charity's external events.
- Support the charity's fundraising, services, education and public affairs activities in partnership with fundraising officer.
- Participate in cross-functional projects.
- Identify relevant tools and tactics to deploy as necessary to enhance communications (cases studies, celebrity, articles, quotes, memes, posts and comments).
- To work in accordance with The Garwood Foundations Equal Opportunities Policy, Health & Safety Policy and Confidentiality Policy.

This is not an exhaustive list of all of the duties that may need to be undertaken. It may be necessary to undertake other duties in order to fulfil the objectives of the charity.

COMMUNICATIONS OFFICER **PERSON SPECIFICATION**

To achieve the objectives of this role, the post-holder must have the people accessing the services' needs at the fore at all times and use the agreed set of values and skills to underpin their day to day work.

REQUIREMENTS	ESSENTIAL/DESIRABLE
QUALIFICATIONS	Educated to degree level (Communication, Marketing or PR related or able to demonstrate equivalent work experience) D
EXPERIENCE	Experience of communications and marketing strategies. E
VALUES	The post-holder must at all times work to the values and principles of The Garwood Foundation and follow the policies and procedures of the organisation. E
SKILLS/KNOWLEDGE	Excellent written and verbal skills with good attention to detail E A track record of working with a communication or PR role ideally within the voluntary sector D Digital media skills, including an ability to use a content management system and manage social media content. E

	<p>A background in managing multiple campaigns and being able to work as an individual and prioritise own workload with minimal supervision D</p> <p>Able to generate marketing campaigns and be IT literate with good experience and knowledge of Microsoft Office / Mailchimp / WordPress / InDesign E</p> <p>Experience of devising, implementing, managing and evaluating successful communications and involving a broad range of stakeholders. E</p> <p>Experience of writing engaging copy for various online and offline media E</p> <p>Experience of using a content management system D</p> <p>Experience of working in partnership with and chairing meetings with key stakeholders, including people using services, to improve service delivery. D</p> <p>Experience of managing/delivering internal communication E</p> <p>Experience of managing campaigns from concept through to delivery, following best practice approach E</p>
CIRCUMSTANCES	Occasional evening and weekend work will be required, with time off in lieu available.

Please email your CV and a covering letter to karin@garwoodfoundation.org.uk
Or send it by post to:

Karin Schnabel
1A Melville Avenue
Croydon
CR2 7HZ

Closing date for applications is 30th July 2021.
Interviews will commence week beginning 9th August.