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| **Job Title** | Date completed | 9/05/18 |
| Communications Officer | Author | AB |
| **Responsible to** | **Responsible for** | |
| Development Manager | N/A | |
| **Salary** | **Hours** | |
| £25,000 (pro rata) | 23 hours per week. Timings to be agreed with successful candidate. | |
| **Contract type** | **Location** | |
| Permanent | Walsall | |
| This job description is a guide to the work the post will initially be required to undertake. It may be reviewed from time to time to meet the changing needs of the organisation. | | |

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| **Purpose of the role** |
| One Walsall provides infrastructure and support for the borough’s voluntary and community sector organisations, and brokerage for people seeking volunteering roles. We are an independent charity providing support to help local voluntary and community organisations develop and sustain their activities and engage residents in voluntary action. We are a small, energetic team committed to our aim of supporting a strong voluntary and community sector and inspiring local social action.  The Communications officer is responsible for leading our communications strategy and implementing effective campaigns to promote the impact and benefits of voluntary and community activity in Walsall. The role includes producing content for our social media channels and website, writing our regular e-newsletter and working on specific communications projects and events with colleagues and partners. The post is the point of contact for communications advice within the organisation, supporting other members of the team to deliver effective messages and campaigns. Key attributes we are seeking from candidates include:   * Experience of working in marketing and PR roles, and an understanding of key marketing and communications principles. * Experience of using social media for promotion and marketing purposes, and a high degree of digital literacy and technical knowledge to develop our online presence * Experience of successful partnership working and the interpersonal skills to influence partners and stakeholders including local public bodies. * Creative flair and the ability to work under own initiative to achieve results   For an informal discussion about the role please contact Alex Boys, Chief Executive on 01922 619 840. |
| **Specific duties** |
| * To lead the development and delivery of the organisation’s communication strategy. * To manage and maintain our online communications channels, including social media accounts and website, and develop our online presence. * To support colleagues to develop engaging content for a range of communications channels. * To curate and create content for our regular e-newsletter and manage its distribution. * To lead the creation of printed marketing and promotional materials, liaising with external print and design organisations where required. * To support and lead event management including booking venues and delegate management. * To develop external partnerships and influence stakeholders to support the organisation’s campaigns. * To produce reports on the impact of the organisation’s campaigns and act on information as appropriate. * To support the Chief Executive to develop and maintain relationships with the local press and media. |
| **General duties** |
| * Contribute to the wider development of the organisation, contribute to staff meetings and work harmoniously with colleagues and external partners; supporting others in their work. * Understand and promote the priorities, activities and best interests of the organisation, and of the voluntary and community sector in Walsall. * Achieve agreed performance targets and participate in regular supervision and personal reviews. * Engage in training, identify personal and professional development needs and continuously seek to refresh knowledge in relation to the job. * Cooperate in the formulation and development of systems for monitoring and evaluating the work of the organisation. * Treat with confidentiality any information about any organisation, its staff, trustees or clients that is sensitive, personal or private. * Cover the work of colleagues during holidays or absences. * Be aware of and adhere at all times to the organisation’s policies and procedures, including the organisation’s equal opportunities policies and with due regard for health and safety. * Travel to all parts of the borough and the wider Black Country as appropriate to deliver the role. * Work flexibly and be available for occasional out-of-hours working as appropriate. |

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| **Person Specification**  (How identified: S = Shortlisting, I = Interview, T = Test/task) |
| **Essential Criteria**   * Relevant qualification in communications, marketing or PR (S) * Experience of working in marketing/PR role, and an understanding of key marketing and communications principles (S/I) * Experience of delivering effective communications strategies and marketing campaigns (S/I) * Experience of producing communications materials in a variety of mediums and for a variety of audiences to a consistently high standard (S/I) * Experience of using social media for promotion and marketing purposes (S/I) * High degree of digital literacy and technical knowledge including website management and email marketing services (S/I) * Experience of successful partnership working and ability to influence others (S/I) * Creativity and the ability to work under own initiative to achieve results * Excellent communication, orally, face to face, and in writing. Ability to motivate and influence through communications. (S/I) * Ability to work under pressure, to meet deadlines and produce high-quality results (S/I) * A commitment to equal opportunities, diversity and confidentiality. (S/I) |
| **Desirable Criteria**   * Experience of working with or within the Voluntary and Community Sector (S/I) * Full UK Drivers Licence and access to vehicle for work purposes (S) |
| **Other requirements**  Our work with voluntary and community organisations requires a degree of flexibility and the post holder will occasionally be expected to work out of normal office hours including evenings and weekends. |

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| **How to apply** |
| Application Forms may be requested by email ([recruitment@onewalsall.org](mailto:recruitment@onewalsall.org)) or by phone on 01922 619 840.  Closing date for applications is 8 July 2018Shortlisted candidates will be invited for interview 20 July 2018 |