



Job Title: Communications Officer
Reporting to: CEO
Hours of Work: 25 per week
Work Base: Swindon Carers Centre, Sanford Street, Swindon

Job Purpose:

To create and deliver engaging and relevant content for Swindon Carers Centre and analyse success of this content according to performance indicators. The post holder will produce (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 or funds, while progressively improving organisational understanding of what works for different audiences.

To support the delivery of Swindon Carers Centre's internal and external communications, Development and Communications Plan and wider SCC Strategy.

Key Responsibilities:

Digital

- Develop, manage and update content for website and social media channels, responding to queries as necessary and ensuring content is maintained to the agreed standard
- Produce and review online content, making sure it meets carers' needs, is up to date, and is search engine optimised
- Develop and optimise digital and social media outputs, including text, images, video and audio to reach wide-ranging target audiences, including as part of larger campaigns which require coordination with other teams in the organisation
- Use analytic tools to report on social media, web performance and user feedback
- Spot trends and advise on best social media content and new technologies

Communications

- Produce, edit and distribute updates and materials for external and internal audiences (including Annual Report, quarterly editions of "Caring Matters" newsletter, monthly e-bulletin and organisational leaflets and posters) dealing sensitively and ensuring consent with those whose personal experiences might be featured. This will include sourcing copy, gathering content, drafting and writing articles, liaising with proof-readers, designers and printers and ensuring all materials are signed-off appropriately for mail out.
- Support Young Carer Support Practitioners to plan, design and distribute two Young Carers Newsletters annually

- Provide quality control support e.g. proof-reading, editing and making sure all content is on brand
- Provide communications support for events and activities
- Help market and communicate events, such as seminars, conferences, and events for the public
- Provide creative, editorial and operational support for communications projects and report on progress
- Review material regularly, making sure it's up to date, listening to the feedback and needs of internal and external stakeholders
- Maintain library system for press cuttings, monitor cuttings and report on these
- To write, collate data, report and publicise results from carer, staff and volunteer surveys
- To work collaboratively with other members of the SCC team, to promote good communication and a well co-ordinated response to the communication and development needs of the centre
- To monitor the Carers Inbox on a daily basis and direct enquiries to relevant staff
- Liaise with the Resources Manager to ensure contact and distribution lists are up to date and comply with GDPR regulations

Brand

- Ensure consistent branding is used
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials

Media

- With the CEO and Deputy CEO, manage media and social media enquiries, write news releases, produce advertising, media coverage and publications that promote the Centre's work
- To support the Senior Leadership Team with the production of a range of written materials including briefings, presentations, service promotion materials, case studies and articles
- Ensure publicity and promotional materials required for outreach and fundraising events, and Carers Week and Carers Rights Day, are branded, current and available

Relationships

- To work with the ASPIRE team to lead the marketing of Swindon Carers Centre for donor development, income generation and fundraising campaigns
- To liaise with the Resources Manager to ensure IT set up and delivery at key events, staff meetings and away days
- Liaise with communications leads at external partner organisations to ensure key carer issues are promoted and SCC promotional materials are up to date

Additional duties:

Team working is essential to the smooth running of the organisation. It is the nature of the work that at times, responsibilities and tasks may be unpredictable and varies. Where the occasion arises, staff are expected to work in a flexible way, including evenings and weekends.

All staff are expected to recognise, support and embrace the Mission and Values of Swindon Carers Centre.

All staff are expected to prepare and participate in regular supervision sessions and annual appraisal process as part of their performance management, workload and to support further personal development and training opportunities.

All staff are expected to carry out their duties and responsibilities with due regard to the policies and procedures of Swindon Carers Centre.

All staff members are expected to embrace and model behaviours outlined in the Centre's Behaviours Framework.

Special Conditions:

The Centre operates a 'no smoking' policy

A full driving license and access to a car with insurance for business purposes is required for this post.

Swindon Carers Centre is committed to safeguarding and promoting the welfare of children and vulnerable adults and expects all staff and volunteers to share this commitment.

All staff are expected to carry out their duties and responsibilities with due regard to the policies and procedures of Swindon Carers Centre.

Person Specification

Criteria	Essential	Desirable
Education & Qualifications	Relevant experience in Communications, as per the role description, including technical ability with WordPress Content Management Systems and Social Media.	Degree and/or relevant qualification Evidence of continuing professional and personal development
Experience	<p>An ability to communicate effectively and diplomatically with internal and external stakeholders.</p> <p>Experience of successful partnership working.</p> <p>An ability to work under pressure in a calm and confidential manner.</p>	<p>Good knowledge and experience of dealing effectively with editorial and production deadlines</p> <p>Understanding of working in the charitable or voluntary sector</p> <p>Experience of building networks</p>
Skills and Abilities	<p>Progressive management thinking – willingness to learn more around business development and marketing management, resourcing, and changing priorities of a growing organisation.</p> <p>Analytical and strategic thinking – willingness to learn and develop the ability to analyse complex issues, draw correct conclusions and articulate clear and focussed plans to wide and diverse audiences.</p> <p>Excellent leadership qualities – ability to engage positively in the achievement of a coherent and creative vision of the future, setting high standards for personal and team outcomes and ensuring their delivery.</p> <p>Delivering the agenda – ability to support the Senior Leadership team to promote clarity about organisational priorities and use resources effectively to meet the agreed business plan</p> <p>Personal resilience and integrity – capacity to cope with ambiguity, uncertainty and pressure. Ability to demonstrate open, honest, fair behaviour in dealings with funders, colleagues, suppliers, partners</p> <p>Credibility and impact – excellent interpersonal skills with the ability to communicate, persuade, and influence both internally and externally. Ability to develop and maintain successful relationships with funders, employees at all levels, external partners</p>	

<p>Disposition and Attitude</p>	<p>Ability to work on own initiative and as part of the wider team.</p> <p>Excellent communication skills, empathic, sensitive, tactful, diplomatic and confidential.</p> <p>Has imagination, drive and passion, with the charisma and flair to be successful.</p> <p>A clear focus on delivering a high-quality service, achieving results with a focus on deadlines.</p> <p>Energetic, highly motivated, with an enquiring mind and passion for excellence and innovation in pursuit of organisational development and success.</p> <p>A mature and balanced approach to the assessment and management of risk using good judgement, knowing when to seek advice and support.</p> <p>Strong organisational, time management skills with the ability to set priorities and a critical eye for detail.</p> <p>A team player committed to building and working with the team to deliver shared organisational goals.</p> <p>Flexible and willing to embrace change.</p>
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