

Key Role Information

Job Title	Communications Officer
Reporting to	Operations Director
Hours	0.6 FTE (with scope for hours to increase as the role develops)
Salary	SPC12 £24,330 pro rata
Contract	Permanent subject to successful completion of probationary period and ongoing funding
Location	Central Bristol office with possibility of some home working once established
Access	Unfortunately our current offices are not fully accessible. However alternative arrangements will be made where necessary to ensure full access is possible.
Closing Date	Monday 27 th November 2023 at 12pm

Application & Interview Process

How to apply

Read the Job Description and Person Specification

Return completed Application Form to: info@selfinjurysupport.org.uk or by post to PO Box 3240 BS2 2EF as soon as possible

If you would prefer, you are welcome to send us a short video or audio file (no longer than 6 minutes) to answer the questions on the application form: Self Injury Support values and approach and Supporting Information. The rest of the form must be completed and returned. Please send files by email or file sharing with the file name using your initials and the code CO23 for this application e.g. NS CO23

Please send any queries about the role or application process to info@selfinjurysupport.org.uk

Please complete and return our equal opportunities monitoring form: <https://forms.office.com/e/BdFs1v74DD> or by using the QR code below:

Person Specification



Overall purpose

To support the further development and delivery of Self Injury Support's communications strategy including internal and external communications and digital content delivery, with an initial focus on promoting the relaunch and rebranding of our UK-wide Listening Services and redevelopment of our organisational website.

Duties and responsibilities

Internal and External Communications

- Responsible for further development and delivery of Self Injury Support's communications strategy including a focus on the redesign and redevelopment of our website and digital services.
- Responsible for oversight of consistent tone and branding across all Self Injury Support's content and publications.
- Responsible for regular e-bulletin, internal round-up of external communications and internal updates.
- Make use of SEO and website/social media analytics tools to inform and improve future content and communications activity.
- Alongside project staff, design and produce Self Injury Support's communications materials including online resources, publications, annual reports and other relevant content.
- Explore new formats including video, animation, infographics and other relevant formats to communicate with wider audiences.

Media

- Alongside the CEO and other relevant staff, co-ordinate Self Injury Support's responses across all platforms to media requests and current affairs.
- Act as lead contact for media enquiries and develop a network of media contacts relevant to the work of Self Injury Support.

Person Specification

Promotions

- Monitor and manage the main organisational email inbox and act as a point of contact for general enquiries with support from relevant colleagues.
- Oversight of digital marketing activity across the organisation.
- Develop and deliver a calendar of promotions in line with organisational activity and other notable dates and events.
- Support staff and volunteer recruitment, retention and communication processes.
- Promotion of support services, training, campaigns and other activity undertaken by Self Injury Support.
- Develop and maintain a GDPR compliant contacts database for different promotional activity.
- Support the organisation of internal events including the AGM.
- Lead on communication around events including the internal promotion of external relevant events.
- Management of Google Ads Grant and advertisement content in partnership with relevant project staff.
- Any other duties required by your line manager and commensurate with the role.

Person Specification

Essential Criteria:

1. Good working knowledge of social media and analytics tools, SEO and ability to use standard office software packages such as Office 365 and basic design tools such as Canva or similar.
2. A good understanding of the importance of clear, well-structured and consistently branded communications.
3. Experience of digital marketing and using social media in an organisational capacity – in a paid or voluntary role.
4. Understanding of website content management systems, mass mailing software and social media scheduling software.
5. Excellent written and oral communication skills.
6. Strong interpersonal and relationship management skills, including the ability to work well in a team.
7. Good organisational skills with the ability to prioritise work effectively and to use initiative to work autonomously.
8. Experience of writing for a range of audiences/outlets.
9. A good understanding of how mental health is talked about online from the perspective of people with lived experience of mental ill-health, distress, trauma and self injury.
10. A good understanding and passion for the work of Self Injury Support and a demonstrable enthusiasm for the importance of the organisation's purpose, vision and activities.
11. An understanding of the issues leading to emotional distress and self injury.
12. Demonstrable commitment to equality of opportunity, diversity and inclusivity.
13. To act with integrity and honesty in all dealings within and without the organisation.

Desirable Criteria:

14. Experience of writing for websites, social media and preparing press releases.
15. Experience of working in a small charity or grassroots group.
16. Experience of working in the voluntary sector or related fields such as health and social care.

Person Specification

