# Job Description

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| **Job title:** | Communications Officer |
| **Responsible to:** | Communications Manager |
| **Job location:** | Hybrid (Office based in Bath and remote working) |
| **Annual salary:**  | £25,847 |
| **Hours:**  | 37 hours per week |
| **Benefits:** | 5% pension contribution after probationary period |
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**Are you an excellent communicator that can produce high-quality content to reach and engage our audiences? Join The Carers’ Centre team as our dynamic Communications Officer.**

## The role

The Communications Officer plays a key role in driving traffic and engagements through meaningful, user-informed content. We are looking for someone who will recognise and act on opportunities to raise the profile of The Carers’ Centre and the life-changing services we provide. As you will be working in a fast-paced, innovative local charity you will need to manage your time well and work to tight deadlines.

The role requires someone highly organised to create and deliver multimedia assets such as website copy, email marketing, social media and other marketing materials. The Communications Officer will be a central source for internal departments to promote key messages about the work of the charity including specific services, volunteering and fundraising, a team player is a must!

## About you

You have experience of working in a communications role, producing engaging content. As a skilled storyteller, you are extremely comfortable building positive relationships with various stakeholders. You have great copywriting skills and are proficient in editing and proofreading. You are a driven individual, able to report on digital channels regularly and make the necessary changes to improve engagement.

## About us

The Carers’ Centre is a local independent charity with a big vision! We want to live in a community where unpaid carers are fully recognised, valued and supported. By joining The Carers’ Centre, you are joining a team dedicated to helping families across Bath and North East Somerset when they need us most.

We provide trusted information, advice and support to unpaid carers of all ages, enabling them to maintain or improve their health and wellbeing, stay in control of their caring role and get connected with others in a similar situation to them. In addition, we work with the wider community to improve recognition and support for unpaid carers.

We are committed to safeguarding and promoting the welfare of children/young people and vulnerable adults and expect all staff and volunteers to share this commitment. All applicants are subject to a satisfactory Disclosure and Barring Service check and at least two independent references.

We are committed to providing services that embrace diversity and promote equality of opportunity.

## Why join us?

* Be part of a friendly team, who always look out for each other
* Experience a strong collaborative approach to work
* Flexible working between our Bath office and remotely
* Access free parking at the office, with beautiful grounds in which to work
* Utilise a large suite of digital tools to support staff to do their jobs
* Get a great range of discounts through the CarerSmart scheme
* Know you will make a difference to vulnerable people every day
* We aim to encourage a culture where everyone’s unique value is recognised

To apply for this exciting opportunity, read the documents below and send your Application Form to: recruitment@banescarerscentre.org.uk

## Key responsibilities

**Communicate and promote key messages**

* Maximise the reach and raise the profile of The Carers’ Centre.
* Work with the Communications Manager to create high-quality and compelling content through various platforms, including digital and print.
* Liaise with colleagues to ensure key messages are communicated and follow our tone of voice.
* Create, schedule and publish effective digital content (website, social media, email newsletters, etc).

**Manage press and local media relationships**

* Work with the Communications Manager to identify media opportunities and case studies to maximise positive media coverage for The Carers’ Centre.
* Produce and distribute press releases and other promotional copy.
* First point of contact for incoming press enquiries and manage contacts.

**Support effective reporting and documentation**

* Monitor and evaluate the impact of our communications, providing metrics and performance reports.

**General**

* Take responsibility for ensuring communications are in line with GDPR.
* Adhere to the Carers’ Charter.
* Encourage carers to provide feedback on The Carers’ Centre services and to become actively involved in shaping future delivery.
* Ensure that you adopt good practice within the Carers Trust network.
* Ensure that you work within The Carers’ Centre policy framework.

# Person specification

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| **Qualifications** | **Essential** | **Desirable** |
| Level 4 Qualification or relevant experience in a communications/ journalism/publications or similar role. | Y |  |
| Degree or similar qualifications in digital media, communications, design or copywriting.  |  | Y |
| Willingness to undertake training and development opportunities as required. | Y |  |
| **Experience/knowledge** |  |  |
| Demonstrable experience of creating high-quality content through various platforms (ideally digital).  | Y |  |
| Experience with public relations through writing press releases and/or managing press relationships. |  | Y |
| Demonstrable experience of updating websites using content management systems. | Y |  |
| Knowledge and experience of updating social media and using social media management systems. | Y |  |
| Experience of liaising with a variety of stakeholders/audiences at varying levels. | Y |  |
| Understanding of user experience and user journeys to inform content production. |  | Y |
| **Skills** |  |  |
| Excellent writing and communication skills. | Y |  |
| High level of IT/digital skills including ability to use Microsoft packages, content management systems and a willingness to learn new packages as required. | Y |  |
| Able to identify and maximise opportunities for media communications. |  | Y |
| Ability to apply organisational values and branding guidelines to deliver a consistent tone and brand identity across all channels. | Y |  |
| Proven image editing and design skills with experience using design packages such as Photoshop or Canva. | Y |  |
| Experience using web and/or social media analytics packages, interpreting results, testing and optimising user journeys. |  | Y |
| Knowledge of data protection principles and other legal requirements/guidelines related to digital services. |  | Y |
| **Attributes** |  |  |
| A team player, able to build positive relationships with staff, volunteers and external parties. | Y |  |
| Creative with a good eye for detail. | Y |  |
| Proven ability to manage own projects and work to deadlines. | Y |  |
| Flexible and can respond professionally to changing briefs, deadlines and priorities. | Y |  |
| **Other requirements** |  |  |
| Flexibility to work evenings and weekends as required. |  | Y |
| Ability to travel throughout the Bath and North East Somerset area. |  | Y |
| Personal experience of providing unpaid care. |  | Y |