

Job Description

Job title:	Communications Officer
Responsible to:	Communications Manager
Job location:	Hybrid (Office based in Bath and remote working)
Annual salary:	£25,847.96
Hours:	37 hours per week
Benefits:	5% pension contribution after probationary period
Closing date:	31 January 2023
Interview date	6 February 2023

Are you an excellent communicator, dedicated to championing the voice of your user? We are looking for a dynamic and curious Communications Officer to produce high-quality content and engage our core audience groups.

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 user-centred and engaging content. As an empathetic and skilled storyteller, you are extremely comfortable building positive relationships with various stakeholders. You have exceptional copywriting skills and are proficient in editing and proofreading. You are driven to meet your users' needs by reporting on your performance regularly and making adjustments to achieve the greatest outcome. You will be a trend spotter, identifying new and relevant opportunities for the charity, as well as experience of maintaining social media management systems and websites.



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.
- 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).
- Work alongside the Communications Manager to support implementation of the organisational communications plan and KPI's.
- Deliver a quarterly printed publication.

Manage press and local media relationships

- Strengthen our presence in Bath and North East Somerset by engaging local press and media.
- 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.

Develop relationships with partners to promote maximise reach

- Develop relationships with partner organisations to raise our profile and reach.
- Work with various teams to ensure key messages are communicated to appropriate partners.
- Manage delivery of partner communications to carers through appropriate channels.

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

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 written, visual and video 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		
Well-organised and proactive.	Y	
A team player, able to establish, maintain and influence positive relationships with key staff, volunteers and external parties.	Y	
A clear and concise communicator.	Y	
Creative, with solid problem-solving skills and a good eye for detail.	Y	
Proven ability to manage own projects and workload, including planning, scheduling, prioritising and meeting deadlines for activities running concurrently.	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