**JOB DESCRIPTION**

**Title**: Communications Support Officer

**Employer**: Cumbria Community Foundation

**Reporting to**: Communications Officer

**Responsible for:** None

**Hours:** 22.5 hours per week

**Salary:**  FTE £22,000-24,000 pa depending on experience

**Pension:** The Foundation will make a matching contribution of up to 7.5%

**Location:** The office premises are situated on the 1st floor of Dovenby Hall in Dovenby, near Cockermouth

**Leave:** 25 days per year plus two additional days at Christmas and one at Easter (pro rata)

**MAIN PURPOSE OF JOB**

Support the Communications Officer to promote the organisation in its entirety working as part of a small team. To enable the departments of the organisation to deliver key communications to staff, volunteers, stakeholders and the public in a planned way. A writer and someone who can produce interesting and engaging content for all of our media platforms

**CORE CONTRIBUTIONS**

* Contribute to the overall operation of Cumbria Community Foundation. Help to deliver the Foundation’s vision, values and key messages and promote the effective communication of the organisation
* Contribute to the operational plans for the Communications service ensuring that key objectives are met. Aid continuous improvement and service success.
* Represent the Foundation with internal and external stakeholders, attending meetings, training and events as necessary
* Champion the Communications department through continually improving processes and outcomes for staff
* Contribute to being part of a high performing, highly engaged staff team, promoting a culture of excellence

**KEY TASKS**

* To implement, develop and manage a range of communication activities and initiatives including the creation of new content for all media channels
* Responsible for maintaining regular local press schedules. Research, write and distribute press releases about all aspects of the organisation
* Produce high quality content for the website and digital presence e.g. all social media channels
* Create interesting and impactful grant stories
* Ensure that relevant and interesting copy is supplied for regular space secured in local publications
* To ensure video and photography content is developed and used and effectively optimised
* Arrange photo opportunities
* Promoting and attending events (where required) and interacting with participants (by email, phone and face to face).
* Develop ideas for how publicity material could be further developed and formatted to achieve best impact in meeting the objectives e.g. print and web copy, video, audio, infographics, etc
* Assist in promotional material design and production using Adobe InDesign or Canva
* To work closely with the Development Team to deliver key communication messages
* To write and produce documents i.e. annual report, fund reports, newsletter, other publications etc
* Monitor local papers and daily news updates for coverage and ensure cuttings records are maintained
* Ensure copy is written and edited to house style and exacting standards of accuracy
* Ensuring content adheres to appropriate policy and legal requirements, and that necessary checks happen before publishing.
* To support any new marketing, promotional or fundraising led developments
* To complete agreed programmes of work, meet challenging targets, deadlines and standards of performance as agreed with line manager
* To advocate the critical importance of communication and support the consistent use of the brand both internally and externally
* To continually monitor and evaluate the success of communications, working with a broad range of stakeholders
* To help build a culture where two-way internal communication is seen as fundamental and integral to the success of the organisation and its staff, and where communication is seen as the business of every staff member
* To help implement the communications strategy to provide effective communication of relevant information to staff, trustees and stakeholders

**Person Specification**

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| **Skills & Abilities** | |
| Essential   * Excellent communication skills, both oral and written * Proven experience of writing good quality media communications * Experience of building relationships with key media contacts * Ability to work across all levels of the organisation * Ability to work under own initiative to broadly agreed guidelines * Good organisational and time management skills * Good interpersonal and customer service skills * Excellent attention to detail * An ability to write messages, semi-routine letters and simple reports which are clear and structured * An ability to prioritise | Desirable   * Copy writing skills * Ability to manage a heavy workload and deal with competing priorities * Proven ability to maintain confidentiality * Good numeracy skills * Photography skills * Ability to extract information from clients in order to produce case study material |
| **Knowledge, Education & Qualifications** | |
| Essential   * Good level of proficiency in IT – data management and manipulation * Understanding the importance of team work in promoting the good image of the organisation * Good grade in English Language at GCSE level and/or AS/A2 level * Knowledge of Microsoft Office Packages * Good understanding of social media and its role in marketing of an organisation | Desirable   * Degree or studying for a degree (gap year) in media, marketing, journalism or, public relations qualification * Knowledge of the charitable sector * Working within an office environment * Knowledge of qualitative and quantitative research techniques |
| **Experience** | |
| Essential   * Experience of working effectively with people across a wide range of levels * Interest or experience in fundraising, marketing, journalism or sales | Desirable   * Experience of volunteering/working within charitable organisations |
| **Personal Attributes** | |
| Essential   * Hard working, motivated and confident * Flexibility and willingness to take on responsibilities and challenges * Flexible and adaptable approach to working hours and job tasks * The ability to be calm under pressure * A quick learner with an openness to new ideas * Team player * Enthusiastic and approachable * Tactful, diplomatic and assertive when dealing with stakeholders * Ability to maintain confidentiality | Desirable   * Passion and understanding for the Foundation, its mission and values |
| **Any Other Requirements** |  |
| **Essential** | **Desirable** |
| * Ability to represent CCF throughout Cumbria and the UK as requested |  |