

## **JOB DESCRIPTION**

<b>Title:</b>	Media & Content Officer
<b>Employer:</b>	Cumbria Community Foundation
<b>Reporting to:</b>	Communications Officer
<b>Responsible for:</b>	None
<b>Hours:</b>	22.5 hours per week
<b>Salary:</b>	FTE £22,000-24,000 pa depending on experience
<b>Pension:</b>	The Foundation will make a matching contribution of up to 7.5%
<b>Location:</b>	The office premises are situated on the 1st floor of Dovenby Hall in Dovenby, near Cockermouth
<b>Leave:</b>	25 days per year plus two additional days at Christmas and one at Easter (pro rata)

## **BACKGROUND**

Cumbria Community Foundation exists to address poverty and disadvantage. We connect people who care with causes that matter, distributing, in partnership with our supporters and fundholders grants worth £2 million per annum.

We provide philanthropic services to businesses, individuals and families and other organisations across the county. Established in September 1999 we have given out over £41 million in grants to more than 4,000 groups and disadvantaged individuals. We have long term funds of over £17 million derived from our strong donor base. A recent review of organisational objectives has set an ambitious target of doubling the Foundation's endowment (to £30m) and grant making by April 2022.

## **MAIN PURPOSE OF JOB**

A dynamic storyteller with excellent writing skills, digital and social media understanding and experience within PR, events and media relations to play an active role in promoting the organisation in its entirety to staff, volunteers, stakeholders and the public in a planned way.

You will dramatically raise the quantity and quality of the organisation's grant stories, both in the writing and the photo/video. These stories need to be compelling and work across all our

channels – from social media and the website, newsletters to press stories, publications and event marketing materials.

The role requires a well organised candidate, a self-starter who shows initiative, has good instincts, a creative mindset and the judgement to communicate thoughtfully, responsibly and effectively on behalf of the Foundation through different media, both internally and externally.

## **KEY TASKS**

- Implement, develop and manage a range of communication activities and initiatives including the creation of new content for all media channels
- Create interesting and impactful grant stories
- Maintain 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
- Ensure that relevant and interesting copy is supplied for regular space secured in local publications
- Ensure that video and photography content is developed and used optimally
- Arrange photo opportunities
- Promote and attend events (where required) and interact with participants before, during and after the event (by email, phone and face to face).
- Develop ideas for how publicity material (e.g. print and web copy, video, audio, infographics, etc) could be further developed and formatted to achieve best impact in meeting the objectives
- Assist in promotional material design and production using Adobe, InDesign or Canva
- Work closely with the Development Team to deliver key communication messages
- 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
- Ensure content adheres to appropriate policy and legal requirements, and that necessary checks take place before publishing.

- Support any new marketing, promotional or fundraising-led developments
- Complete agreed programmes of work, meet challenging targets, deadlines and standards of performance as agreed with line manager
- Continually monitor and evaluate the success of communications, working with a broad range of stakeholders
- 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
- Help implement the communications strategy to provide effective communication of relevant information to staff, trustees and stakeholders

### Person Specification

Skills & Abilities	
<b>Essential</b> <ul style="list-style-type: none"> <li>• Excellent communication skills, both oral and written</li> <li>• Proven experience of writing high quality media communications</li> <li>• Experience of developing marketing materials</li> <li>• Experience of building relationships with key media contacts</li> <li>• Ability to work across all levels of the organisation</li> <li>• Ability to work under own initiative to broadly agreed guidelines</li> <li>• Good organisational and time management skills</li> <li>• Good interpersonal and customer service skills</li> <li>• Excellent attention to detail</li> <li>• An ability to write messages, semi-routine letters and simple reports which are clear and structured</li> <li>• An ability to prioritise</li> </ul>	<b>Desirable</b> <ul style="list-style-type: none"> <li>• Copywriting skills</li> <li>• Proven ability to maintain confidentiality</li> <li>• Good numeracy skills</li> <li>• Photography skills</li> <li>• Ability to extract information from clients in order to produce case study material</li> </ul>
Knowledge, Education & Qualifications	
<b>Essential</b> <ul style="list-style-type: none"> <li>• Good level of proficiency in IT – data management and manipulation</li> <li>• Understanding the importance of team work in promoting the good image of the organisation</li> <li>• Good grade in English Language at GCSE level and/or AS/A2 level</li> </ul>	<b>Desirable</b> <ul style="list-style-type: none"> <li>• Degree or studying for a degree (gap year) in media, marketing, journalism or, public relations qualification</li> <li>• Knowledge of the charitable sector</li> <li>• Working within an office environment</li> <li>• Knowledge of qualitative and quantitative research techniques</li> </ul>

<ul style="list-style-type: none"> <li>• Knowledge of Microsoft Office suite including Word, Outlook, Excel, Adobe, PowerPoint.</li> <li>• Good understanding of social media and its role in marketing of an organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Understanding of analytics and ability to be responsive to data, including Google Adwords</li> <li>• Photoshop and Adobe skills</li> </ul>
<b>Experience</b>	
<b>Essential</b> <ul style="list-style-type: none"> <li>• Experience of working effectively with people across a wide range of levels</li> <li>• Interest or experience in marketing, journalism, fundraising or sales</li> </ul>	<b>Desirable</b> <ul style="list-style-type: none"> <li>• Experience of volunteering/working within charitable organisations</li> </ul>
<b>Personal Attributes</b>	
<b>Essential</b> <ul style="list-style-type: none"> <li>• Hard working, motivated and confident</li> <li>• Flexibility and willingness to take on responsibilities and challenges</li> <li>• Flexible and adaptable approach to working hours and job tasks</li> <li>• The ability to be calm under pressure</li> <li>• A quick learner with an openness to new ideas</li> <li>• Team player</li> <li>• Enthusiastic and approachable</li> <li>• Tactful, diplomatic and assertive when dealing with stakeholders</li> <li>• Ability to maintain confidentiality</li> </ul>	<b>Desirable</b> <ul style="list-style-type: none"> <li>• Passion and understanding for the Foundation, its mission and values</li> </ul>
<b>Any Other Requirements</b>	
<b>Essential</b>	<b>Desirable</b>
<ul style="list-style-type: none"> <li>• Ability to represent CCF throughout Cumbria and the UK as requested</li> <li>• Car driver with access to a car for work purposes</li> <li>• Able to work some evenings and occasional weekends</li> <li>• A willingness to travel locally and regionally</li> </ul>	