



JOB PROFILE			
JOB TITLE	COMMUNICATIONS AND ENGAGEMENT OFFICER		
GRADE	BAND D&E	HOURS	20 HOURS (Worked Flexibly)
MINIMUM SALARY	£23,726	MAXIMUM SALARY	£27,253 FTE
DEPARTMENT	BUSINESS AND DEVELOPMENT		
TEAM	COMMUNICATION AND FUNDRAISING		
BASE/LOCATION	HOME AND HEAD OFFICE		
RESPONSIBLE TO	CEO		
RESPONSIBLE FOR	COMMUNICATION, MARKETING, PR AND COMMUNITY ENGAGEMENT		
KEY RELATIONSHIPS	<ul style="list-style-type: none"> • INTERNAL STAFF AND MANAGEMENT TEAM • COMMUNITY, SUPPORTERS AND DONORS • MEDIA, RADIO, TELEVISION ETC. • STATUTORY, VOLUNTARY AND COMMUNITY STAKEHOLDERS 		
JOB REFERENCE	B&D-HR-049	VERSION	v1.0 22.04.2021
JOB DESCRIPTION			
JOB PURPOSE			
<p>The Communications and Engagement Officer role is an exciting opportunity to make a powerful impact on The Bridge, continuing to grow the charity’s reputation and find new community engagement opportunities. By promoting the organisation's brand, activities, and supporter base, you will help the charity to sustain and develop its work, changing people’s lives for the long-term.</p> <p>We are consistently striving to develop our services to achieve our vision of resilient, compassionate communities, where individuals thrive in safe and secure homes. We hold our services to the highest possible standard and are very proud of our track record in preventing and relieving homelessness.</p> <p>The Communications and Engagement Officer will need an innovative mind and creative flair, holding responsibility for digital, editorial, creative, and operational activities for a variety of purposes. This creativity should allow you to achieve consistently engaging communications to maintain public interest, particularly on social media.</p>			

You will promote the organisation by ensuring our communications are influential and informative for a broad range of audiences. You will liaise with colleagues, the public, and the media to ensure that the brand continues its growth and influence, and that the key successes of the charity are shared far and wide. Partnership will be key, as the role will liaise closely with the Grants and Fundraising Coordinator to deliver community fundraising campaigns and continually increase public donations.

Proactivity is vital for this role, as your purpose will be to extend and identify new marketing and media opportunities. You should be self-motivated, forward-thinking and have a personable nature, ready to initiate and maintain relations with the community, clients, partners, supporters and the media.

The post-holder will have frequent contact with members of the local community, whether this be through community donations, presentations to promote our organisation, online contact, or case studies. Reflecting the values and quality of the organisations services is necessary, with the confidence to engage with people in an impactful and positive way.

MAIN DUTIES AND RESPONSIBILITIES

1	Take responsibility for the writing of press releases, marketing materials, website content and general copywriting for the organisation.
2	Support the organisation with the creation of engaging and high-quality material for both internal and external communication.
3	Identify and create client case studies, through written word, photos, and videos, to highlight and showcase the work of the organisation.
4	Conceptualise, create and post, engaging and consistent social media content and videos to be used to increase the organisation's profile, both locally and nationally.
5	Generate and execute PR and press opportunities, both locally and nationally, through the development of positive working relationships with the media (radio, TV, etc.).
6	Support the organisation with community fundraising campaigns, taking responsibility for all communication and engagement systems and processes.
7	Manage communications with the public and supporters, including stewardship of individual donations and contact via social media.
8	Increase community and supporter engagement through digital and in-person means, creating relationships and delivering presentations to groups and organisations.
9	Support the Senior Leadership Team with responding to national policy or housing related announcements from voluntary sector organisations or local/national government.
10	Take an active, and substantial role in identifying continuing professional development opportunities to achieve personal growth and aspirational goals.

SPECIAL FACTORS

- In order for this role to be executed effectively, it will require the postholder to have a full driving licence and day to day use of a car.
- There will be an expectation that some occasional evening and weekend working may be necessary to undertake this role.

JOB COMPETENCIES

TECHNICAL (30%)

Job Knowledge
Time Management
Cultural Competence
Systems and Processes
Diligence

BEHAVIOURAL (30%)

Motivation
Accountability
Integrity
Initiative
Analytical

CORE (40%)

QUALITY

Delivering excellence through producing high quality work and maintaining excellent records; identifying, and implementing improvements in practice where applicable.

EMPOWERMENT

Supporting the organisation to maintaining a focus on the aspirations of our clients, whilst working to identify areas for professional development.

RESPECT

Understanding and appreciating individual differences of staff, partners and supporters, harnessing people's strengths, whilst promoting fair and anti-discriminatory practice.

POSITIVITY

Recognise, accept, and respond effectively to challenges, by being proactive and demonstrating an optimistic attitude, perspective, and approach to the role.

PARTNERSHIP

Understanding the key principles of partnership working, developing, and maintaining professional relationships with key partners relevant to the role.

PERSON SPECIFICATION

TECHNICAL (Knowledge and Experience)

- Have experience of working in communications roles, either in a paid or voluntary capacity, or be able to demonstrate relevant transferable skills and experience.
- Have an in depth understanding of social media platforms, including Facebook, Twitter, Instagram, Linked In, YouTube etc.
- Have experience of working with local media organisations (local papers/TV etc.), writing press releases and speeches, and pro-actively identifying opportunities for promoting the organisation.

- Have experience of working in fast paced environments, working to tight deadlines, whilst responding to competing priorities.
- Have the knowledge and understanding of various solutions which cater to individuals with a range of communication needs, for example, visual or hearing impairment etc.
- Have an understanding of homelessness and the issues that cause housing crisis, in order to portray key messages with compassion and sensitivity, to different target audiences.
- Have an understanding a range of media platforms, and the systems and processes of individual organisations.
- Have the experience of working to a consistently high standard and being proactive, through exploring new leads, and turning these into communication opportunities.

BEHAVIOURAL (Skills and Abilities)

- Have the enthusiasm to engage in all development opportunities to build the knowledge and skills required for a challenging, fast paced role.
- Be motivated to take responsibility for the development of new and innovative ideas in respect of the organisation's communication functions.
- Be able to recognise and understand areas for improvement and embed any learning from formal training, development, or self-reflection.
- Be empathetic to the sensitive nature of the work we do, following strong moral principles and consistently working with our clients in mind.
- Be confident in using your initiative to effectively manage the organisation's communication and social media channels, whilst recognising the limitations of the role, and seeking the necessary advice and guidance from managers.
- Demonstrate a high level of written, verbal, and non-verbal communication skills, including the ability to negotiate and influence appropriately with a range of internal and external stakeholders.
- Possess the necessary personal qualities to build, nurture and maintain positive relationships with colleagues, clients, and external partners, whilst recognising that there may be a need for challenge and constructive feedback.
- Be able to review and scrutinise data, including social media analytics, to demonstrate impact, make sound decisions, and plan the direction of your work and communication strategies.

CORE (Values and Attitude)

- Be a role model for The Bridge (East Midlands') organisational values and ethos, and be a committed ambassador for its vision and mission.
- Have a commitment to delivering excellence through the promotion of learning and continual improvement.
- Have the ability to encourage staff and clients to build their self-confidence, develop their skills and support them with actively contributing to communications activities.
- Have the ability to acknowledge, and value, each individuals' worth, needs, views and beliefs and the contributions they make.
- Have an optimistic and proactive approach to identifying, and exploring, the most beneficial options and innovative solutions to communication challenges.
- Have a recognition, and an understanding, of the benefits of developing trusting and positive relationships, through open and honest communication.