

Role description

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| Role title: | Communications Officer - Dorset |
| Accountable to: | |
| Responsible for: | None |
| Working arrangements: | Hybrid/flexible working with an expectation to travel and attend team meetings in our Semington office in Wiltshire. |
| Geographical area: | Offices in Ferndown, Dorset and Semington, Wiltshire |
| Hours of work: | PT/FT hours available; some evening and weekend work |
| Pay scale: | £26,000 |
| Contract: | 1 year with possibility of extension |

About Carer Support Dorset

Carer Support Dorset is a registered charity (Charity no: 1092762) that supports all unpaid carers, from five years upwards, in Dorset. Our aim is to create a society which understands and supports unpaid carers. We operate in Wiltshire under the name Carer Support Wiltshire.

We help carers to access services, information, education and training, respite, and breaks from their caring role. We ensure they have a voice that is heard and work with health and social care professionals and employers to raise carer awareness and develop best practice.

We work towards a future where:

- Unpaid carers have better health and well-being.
- Unpaid carers can make choices about their caring role and access the right support and services for the person they care for.
- Unpaid carers needs, their voices and the contribution they make to society are recognised and valued.

Purpose of the post

- Grow CSD's digital audience engagement, including across social media and websites.
- Strengthen the roll-out of core programmes and services, increase awareness and generate more engagement through campaigns.
- Work with the fundraising and volunteering teams to encourage donations and ongoing charitable support.
- To develop and design marketings materials to help promote our services
- Support media and PR opportunities to proactively build on CSD's reputation, raise our profile and amplify our aims and ambitions.

- Support the Head of Communications to ensure all comms, media and PR activities are consistent and coordinated across CSD.

Key duties and responsibilities:

- Support the delivery of marketing and communication plans to promote CSD campaigns, volunteering and fundraising products to our target audiences.
- Liaise with colleagues to develop, edit, create and quality control accessible content for the websites.
- Work closely with teams across the organisation to develop and edit content for roster of external digital and print newsletters.
- Coordinate a calendar of social media and website activity, including day-to-day social media interaction and audience engagement.
- Implement internal communications plans including overseeing our staff newsletter.
- Obtain competitive quotes and brief external suppliers for cost effective and on-brand design and content.
- Support on proofing the production of digital and print publications, ensuring CSD's brand and style guidelines are effectively deployed.
- Proactively seek and respond to news opportunities in a co-ordinated and coherent way to help build CSW's profile across broadcast, print and digital media
- Support the Fundraising, Volunteering and Operations teams to coordinate marketing strategies and activity across all channels, including any events and campaigns.
- Support with reviewing and updating of marketing data in the customer relationship management system.
- Support communications plans to grow carer engagement and alignment with CSD's values and mission.
- Collect and evaluate a range of performance indicators and suggest improvements based on this data.
- Coordinate photo shoots as required to ensure CSD maintains its stock of high-quality original images, and act as the team's main point of contact for images
- Help to build and maintain strong relationships with all teams to ensure their commitment and support of communications activities.

What you'll bring to the role:

- Highly effective and creative communicator, both written and verbal
- Meticulous eye for detail and ability to design and deliver high-quality communications products
- Excellent organisational and planning skills
- Strong knowledge of social media and experience of creating digital content
- Effective and influential networker – ability to liaise with external parties such as journalists

- Self-motivated and able to drive work independently within a remote team
- Proactive and positive colleague, who enjoys working on a range of projects
- An interest in and commitment to building carer friendly communities

Key Skills / Experience

- Experience of working in a busy communications and marketing environment.
- Experience of implementing and evaluating communications plans.
- Experience of producing branded event materials and publications from concept through to design and print.
- Experience of uploading content for digital communication channels including website and social media.
- Excellent writing and copy editing skills for a variety of channels and audiences.
- Knowledge of website, social media and newsletter content management and customer relationship management systems.
- Knowledge of evaluation tools including Google Analytics and social media Analytics.
- IT literacy – knowledge of Word, Excel and PowerPoint are essential.
- Excellent communication, collaboration and negotiation skills.
- Ability to communicate clearly in writing and on the telephone, with the ability to relate sensitively to a range of people.
- Ability to work creatively and professionally within a small team.
- Flexible, proactive and positive attitude.
- Enthusiasm for learning new things and developing a career in the third sector.

General Requirements

The post holder will be expected to:

- Possess the essential skills as detailed in the person specification
- Adhere to and uphold Carer Support Wiltshire's mission, vision, values, strategic aims and policies
- Act with integrity and maintain the highest professional standards at all times
- Maintain a confidential, sensitive and discrete approach to personal, sensitive and organisational information
- Contribute to a culture of equality and demonstrate a commitment to removing all forms of discrimination as a colleague and as a provider of services to carers
- To work collaboratively as a member of a small team including volunteers and to attend and actively contribute to team meetings
- Actively identify own training needs and personal development, and to participate in training sessions when required
- A flexible approach is required for this role and you may be asked to undertake other duties from time to time as determined by your line manager and in keeping with the purpose of the post

and after consultation with the post holder

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform. The job description will be reviewed regularly including at annual appraisals and may be changed in the light of the needs of the organisation and following consultation with the post-holder

Employee signature:

Date:

Senior manager:

Date: