**Sight Concern Worcestershire**



**Job Title:** Communications and Engagement Officer

**Hours** – 18 hours per week

**Location:** This role is predominantly home based and will require travel throughout Worcestershire. You will also be expected to work from Sight Concerns premises on occasions.

**Type of Contract:** Permanent

**Salary:** £13-15ph / £12,168 - £14,040 per annum. Dependent on experience

(£25,350 - £29,250 pro rata)

**Reports to:** Business Development Manager

**Overall Objective**:

Develop and deliver a blend of engaging communications that demonstrate, share and celebrate the services that Sight Concern offer to blind and partially sighted people in Worcestershire; as well as those that support them in a personal, or professional capacity.

As a result:

* Staff, volunteers and benefactors will be able to articulate how we support people
* Stakeholders will understand the services that we offer, their value and impact
* Stakeholders will be able to keep up to date with our latest news, developments and fundraising initiatives

**Impact:**

More people with sight loss will realise the benefits of our support and actively engage with our services

Friends, family and professionals will feel more confident to refer people to us for support

We will increase the number of volunteers and they will feel confident to ask for support when required and to promote the charity

We will increase the number of supporters and they will be more encouraged to engage in generating income

**Main Accountabilities:**

1. To develop the charity’s social media presence through the creation and delivery of a new social media strategy.
2. To author, edit and publish engaging content across all communication platforms.
3. To manage the charity’s stewardship programme.
4. To support in the planning and promotion of charity fundraisers and events.
5. To support the development and maintenance of a database of regular donors and contacts for the purposes of marketing and communications.
6. To prepare timely press releases and identify opportunities to create regular news articles.
7. Maintain, update and develop the charities website where necessary.
8. Create, edit and publish the charity’s regular newsletter.
9. Creation and editing of simple video content.
10. To work with graphic designers to produce engaging marketing material, including writing design briefs.
11. To assist in the development and execution of the charity’s income generation strategy
12. An enthusiasm to achieve better results for those who are blind or partially sighted in the county
13. To work alongside the senior management team to develop systems to measure the success of our communications.

**General**

The following points are common to all job descriptions:

1. Undertake any other duties commensurate with the post
2. To attend training, supervision and appraisals as and when appropriate.
3. To adhere to legislative and organisational policy and procedure.
4. To assist in the planning and improving of the delivery of service improvement and participate positively in the implementation of new working methods and practices as required.
5. To carry out any additional duties, commensurate with this post, that the charity may reasonably require

**Person specification**

**All criteria are essential unless otherwise stated**

1. **Specialist Knowledge, Skills and Experience** 
   1. Proven experience of planning and executing marketing campaigns
   2. Experienced in using all digital platforms and maximising the use of social media
   3. Experience in creating and publishing engaging content across numerous platforms.
   4. Understanding of the charity sector (Desirable)
2. **People management skills / team working skills**
   1. Ability to engage and interact confidently with stakeholders and colleagues in a professional manner.
   2. Ability to manage volunteers including training and support.
3. **Planning and organisational skills**

3.1 Ability to organise work and time effectively, prioritise, set realistic timescales and meet deadlines.

3.2 Ability to collate and maintain information electronically and manually

1. **Problem-solving and creative skills**

4.1 To be an active part of a small but ambitious team

4.2 Ability to take responsibility for own actions and make decisions without referring to others in appropriate situations and act on own initiative

4.3 Willingness to learn how to ensure all communications are accessible and deliver against this

1. **Communication skills**
   1. Ability to communicate effectively, both verbally and in writing, adapting style to suit the audience.
   2. Experience in persuasive writing
   3. Ability to build effective relationships with a range of individuals, professionals and organisations, and inspire engagement
   4. Attention to detail and proof-reading skills
2. **Equal Opportunities**

Ability to understand and demonstrate commitment to Sight Concern’s Equal Opportunities Policy and to ensure all activities are consistent with the Equal Opportunities Policy.

1. **Special Conditions** 
   1. Must be prepared to travel across Worcestershire
   2. Flexibility to work occasional weekends and evenings.