## Role information

|  |  |  |  |
| --- | --- | --- | --- |
| Job Title: | Communications Officer | Travel Required: | Between Black Country Women’s Aid’s sites across the Black Country and Birmingham as required |
| Location: | Sandwell  | Position Type: | 15 hours per week |
| Service area: | Corporate Services | Level/Salary Range: | £22,934 – £25,590 pro rata |
| Responsible to: | Development and Communications Manager | Working Hours | Flexible to the right candidate |
| Special Conditions |
| Mileage allowance if travel is undertaken as part of the role. |
| Job Brief |
| Black Country Women’s Aid (BCWA) is a progressive charity that specializes in supporting victims of abuse. Our services include support for both adult and child victims of domestic abuse, stalking, sexual violence, exploitation and modern slavery, as well as women in the criminal justice system. We offer sensitive and holistic support services which help victims escape from violence, cope with trauma and rebuild their lives. We place victims’ voices at the heart of our work and develop our services in response to need, working with an extensive range of partner organizations to help victims get the right support. BCWA services span across the Black Country including Sandwell, Dudley, Wolverhampton and Walsall. BCWA also has an office in Birmingham for limited services.The Communications Officer will work within our Corporate Services team, which deals with BCWA’s central functions including development, governance, accountability, reporting, communications, finance and funding.This new role will assist with the development of BCWA’s communications strategy and lead on its implementation to reach a variety of audiences including survivors of interpersonal violence, fundraisers and supporters, agency partners, and the public. The Communications Officer will work closely with the Development and Communications Manager and our wider staff team to refine our messages and develop innovative ways to tell our story through different channels.This is a challenging and rewarding role for an individual with: excellent written and verbal communication skills; creativity; good organizational skills; and an ability to work within agreed timescales. The work includes: * Acting as the first point of contact for communication, branding and press enquiries.
* Leading on media relations to maximize opportunities for positive press coverage.
* Working effectively with BCWA staff, volunteers and service users to develop accessible and engaging marketing materials, including brochures, leaflets, website updates, newsletters, and annual reports.
* Managing BCWA’s online presence including website and social media.
* Providing effective communications and media support for BCWA fundraising and awareness campaigns.
* Supporting the implementation of BCWA Equality and Diversity strategy, developing innovative ways to engage local communities and seldom heard groups.
 |
| **Working for BCWA** |
| BCWA Values | This role will be an ambassador for BCWA promoting the values of the organisation and all it stands for. The (position) must possess the leadership, skills and commitment to challenge abuse and violence within society acknowledging that victims are faced with many barriers to living free from violence and abuse. Victims of violence are at the heart of everything we do.   BCWA listens, supports and cares. |
| Commitment to safeguarding  | Black Country Women’s Aid is committed to safeguarding and promoting the welfare of children and young people and expects all staff and volunteers to share this commitment. |

|  |
| --- |
| **Meeting the Strategic Objectives of Black Country Women’s Aid** |
| 1  | To work within the aims and objectives of Black Country Women’s Aid; |
| 2 | To be compliant with GDPR procedures and principles |
| 3 | To be an active participant of the organizational strategic plan as requested, sharing ideas and thoughts to improve the victim’s experience and journey of recovery  |
| 4 | To represent the organisation positively and professionally |
| 5 | To contribute to the development of a culture and systems that promote equality and value diversity; |

|  |
| --- |
| **Governance**  |
| 1  | Reporting to the Development and Communications Manager as required and producing regular reports in accordance with an agreed schedule and performance requirements. |
| 2 | Attendance at relevant meetings. |
| 3 | Effective communication within the organisation to update about the service’s work and ensure that line manager is informed of any issues that affect the effective delivery of services. |
| 4 | To ensure implementation of and compliance with BCWA policies and procedures. |

|  |
| --- |
| **Principle Duties** |
| 1 | Assist with the development of BCWA’s new communications strategy and lead on its implementation to reach a variety of audiences including survivors of interpersonal violence, fundraisers and supporters, agency partners, and the public.  |
| 2 | Act as first point of contact for communication and press enquiries, working closely with the Development and Communications Manager. |
| **Press and PR** |
| 1 | Act as the first point of contact for media enquiries and draft press releases. |
| 2 | Identify media opportunities, develop a database of contacts and build media relations to maximise positive media coverage for BCWA. |
| 3 | Identify ways to capture the voice of victims using a variety of media. |
| 4 | Identify and interview staff and service users to participate in media opportunities, and ensure they are treated in an appropriate and safe manner. |
| **External communications** |
| 1 | Liaise with BCWA staff, volunteers and service users to develop accessible and engaging marketing materials, including brochures, leaflets, banners, website updates, newsletters, email campaigns, impact reports and annual reports. |
| 2 | Produce promotional copy for a variety of audiences including service users, agency partners, donors and supporters, and the public. |
| 3 | Ensure all content is professional, targeted for the specific audience, and represents/is inclusive of diverse ethnicities, ages, abilities, sexualities etc. |
| 4 | Provide basic design and typesetting for BCWA internal/external publications, and work with external designers and marketing agencies where required.  |
| 5 | Produce regular stakeholder e-newsletter and promote its distribution to expand its reach and impact. |
| 6 | Write engaging case studies which illustrate survivors’ experiences. |
| 7 | Act as first point of contact for internal and external branding enquiries, and ensure a consistent brand identity across all BCWA materials. |
| 8 | Oversee the production of BCWA promotional materials, managing their ordering and storage. |
| 9 | Develop a library of print distribution sites and work with staff and volunteers to distribute materials. |
| 10 | Maintain and create content for BCWA’s website, keeping it fresh and engaging. |
| 11 | Lead on BCWA’s social media presence including including publishing content, and driving and responding to engagement. |
| 12 | Run digital analytics, social media and media citation reports to evaluate & improve communications. |
| 13 | Support the development, promotion and organisation of BCWA events and conferences. |
| **Campaigns and fundraising** |
| 1 | Work with BCWA’s Fundraiser to produce promotional content for fundraising campaigns and provide media support as required. |
| 2 | Work with BCWA staff teams to develop clear and effective communication plans for awareness campaigns and individual projects where needed. |
| **Internal communications** |
| 1 | Help to develop our wider internal communications, ensuring staff, volunteers and clients have a clear understanding and awareness of our key messages and activities. |
| 2 | Coordinate BCWA internal employee newsletter to ensure employees, volunteers and trustees are kept up to date. Production to be on an agreed cycle, collaborating with HR team.  |
| 3 | Contribute towards BCWA Equality and Diversity committee, developing innovative ways to engage local communities and seldom heard groups. |
| 4 | Develop ways across all service areas to ensure that the voice of services users is captured throughout the year and that their thoughts and views are at the heart of all we do. |
| 5 | Maintain/update an annual planner of events, key dates for the diary, campaigns e.g. Go Purple ensuring adequate preparation time to maximise the opportunities to raise awareness and funds. |
| 6 | Collate, analyse and evaluate where BCWA is featured in the media and report to senior managers and Trustees on a regular basis. |
| 7 | Work with employees to build confidence and strengthen their presentation and social media skills, contributing to annual staff training in collaboration with Corporate Team. |

|  |
| --- |
| **General Duties** |
| 1 | To be fully compliant and up to date with BCWA’s policies and uphold standards of best practice. To remain up to date and compliant with local/regional/national legislation and emerging evidence. |
| 2 | To develop, maintain and represent positive, collaborative working relationships with all BCWA staff, being committed as part of the team to providing a high level of support to victims and survivors. |
| 3 | To attend all meetings or training as required, attend monthly supervision sessions, and appraisals.  |
| 4 | To participate in BCWA performance management processes, participate in target setting within the role and work to established targets.  |
| 5 | Ensuring that your practice meets health and safety standards in accordance with BCWA policy and procedures when working at different sites including non BCWA sites and use of relevant equipment |

|  |
| --- |
| **Safeguarding responsibilities (the individual’s responsibility for promoting and safeguarding the welfare of children and young people they are responsible for, or come into contact with)** |
| 1  | \*\*All posts are subject to the Rehabilitation of Offenders Act (Exceptions Order) 1975.  It will be necessary for an enhanced disclosure to be made to the Criminal Records Bureau for details of any previous criminal convictions. |
| 2 | You are responsible to ensure children and young people you work with are safeguarded, this includes following BCWA safeguarding policies and procedures and feeding any concerns into your line manager or designated safeguarding lead. |

|  |
| --- |
| **Important information**  |
| 1  | This job description will be subject to review as part of the annual appraisal process. The post holder will be expected to be flexible in her development of the post and will participate fully in all discussions about the nature of her work and the tasks involved. |
| 2 | Black Country Women’s Aid is committed to safeguarding and promoting the welfare of vulnerable adults, children and young people and expects all staff and volunteers to share this commitment. |
| 3 | Any other duties which the Executive Director may feel necessary from time to time. |
| 4 | Occupational Requirement under Schedule 9 (part 1) of the Equality Act 2010 applies. The post holder must be female in accordance with the Sex Discrimination Act 1975 Part 7 (2) (e) |

# Person Specification

|  |  |
| --- | --- |
| **Qualifications and Experience: You are required to have:**  |  |
| 1 | Experience of working in a similar communications and/or PR role.  | Essential |
| 2 | Experience of developing and delivering successful marketing campaigns | Essential |
| 3 | Experience of working with press/media | Essential |
| 4 | A good level of computer literacy | Essential |
| 5 | An education to degree level or equivalent (NVQ Level 5), minimum Level 3 | Desirable |
| 6 | Experience planning and setting up events | Desirable |
| 7 | Experience of developing website and social media content, delivering e-communications and using relevant software eg Wordpress, Mailchimp, Hootsuite, Google Analytics | Desirable |
| 8 | Experience of using Adobe, Publisher, Powerpoint, or other design/presentation software to create engaging reports or presentations | Desirable |
| 9 | Basic graphic design, photography and film editing skills. | Desirable |
| 10 | Experience of working within the charitable sector | Desirable |

|  |  |
| --- | --- |
| **Knowledge: You are required to:**  |  |
| 1 | Have an understanding of the principles and practices of marketing. | Essential |
| 2 | Have an understanding of relevant legislation, government policy and good practice requirements | Desirable |
| 3 | Have knowledge of GDPR compliance and an understanding of the essential requirement to maintain confidentiality (desirable) | Desirable |
| 4 | An understanding of the experiences of and barriers facing diverse communities, and ability to think creatively to engage people of different backgrounds. | Desirable |

|  |  |
| --- | --- |
| **Skills/ and abilities: You are required to have :**  |  |
| 1 | Excellent writing, editing and proof-reading skills, with the ability to communicate complex information effectively for a variety of audiences. | Essential |
| 2 | Excellent interpersonal and communication skills with an ability to adapt to audiences who may be at different levels of understanding of a particular issue. | Essential |
| 3 | Strong IT skills, including Microsoft Office 365 (Word, Excel, Outlook, PowerPoint), social media, associated monitoring tools, and website platforms. | Desirable |
| 4 | Ability to be calm and resilient whilst under pressure, remaining optimistic and persistent | Essential |
| 5 | Ability to work independently and as part of a team. | Essential |
| 6 | The ability to plan and manage a diverse workload and meet deadlines. | Essential |
| 7 | Ability to carry out a range of research and information-gathering activities. | Essential |
| 8 | Ability to be creative, and come up with innovative solutions. | Essential |
| 9 | Flexible approach to work with the ability to reprioritize to meet urgent requests. | Essential |
| 10 | Accuracy and attention to detail. | Essential |

|  |  |
| --- | --- |
| **Character and Personal qualities: You will be required to have:**  |  |
| 1 | A feminist perspective on how gender, social, economic, race, cultural, linguistic, religious and sexual orientation issues may impact on people’s lives | Essential |
| 2 | A confident, assertive, positive attitude and commitment to everything that BCWA stands for  | Essential |
| 3 | Courteous, flexible, sensitive and helpful approach to engaging with people at all levels. | Essential |
| 4 | Non-judgmental, non-directive and anti-discriminatory approach to empowering women | Essential |
| 5 | Commitment to anti-discriminatory practice and equal opportunities | Essential |
| 6 | A high level of self-motivation, initiative and integrity and an ability to think creatively  | Essential |
| 7 | A willingness to learn new skills | Essential |

|  |  |
| --- | --- |
| **Other Requirements: You will be required to:**  |  |
| 1 | Have a current driving license and access to a vehicle | Desirable |
| 2 | Be able to work at evenings and weekends occasionally when required | Essential |
| 3 | Be eligible to work in the UK | Essential |

# Version control and Sign off

|  |  |  |  |
| --- | --- | --- | --- |
| Job Description produced by:  | Kat Bailey, Development & Communications Manager | Date Produced | 18/01/2019 |
| Job Description reviewed by: |  | Date reviewed  |  |
| Job Description approved by: | Sara Ward | Date Approved  | 17/12/2019 |