## Role information

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| Job title: | Communications Officer | Travel required: | Some travel across BCWA sites may be required |
| Location: | Based at our Sandwell office, but may need to attend other sites as necessary across the Black Country area | Position type: | Administrative and project support |
| Service area: | Corporate Services | Salary: | £24,310 - £27,125 |
| Responsible to: | Development and Communications Manager | Working hours: | 37.5 hours |

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| Additional requirements | Organisational benefits |
| * May require some work outside of normal office hours * Full driving license with willingness to use own vehicle * DBS check to be undertaken * Eligibility to work in the UK * Occupational Requirement under Schedule 9 (part 1) of the Equality Act 2010 applies. The post holder must be female * The post holder may be required to undertake additional duties from time to time as instructed by the Development and Communications Manager and CEO. * This job description will be subject to review as part of the annual appraisal process. | * Mileage allowance * Training and development opportunities * Employee Assistance Programme * Access to group clinical supervision with a BACP trained counsellor * 22 days of annual leave (pro rata), plus bank holidays. Opportunities for this to be extended after 3 years of service * Annual leave ‘buy back’ scheme for those who want to purchase additional annual leave days * Bi-annual staff away days * Regular internal newsletter created by staff * Time off in lieu (TOIL) when overtime is required * 5% employer contribution to pension |

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| Job Brief |
| Black Country Women’s AidBlack Country Women’s Aid (BCWA) is an established charity that provides a range of specialist abuse support services to women, men and children across the Black Country. Our holistic, trauma-informed support enables victims to escape violence and abuse, cope with trauma and build resilience. **Black Country Women’s Aid Corporate Services**  The Corporate Services comprise of BCWA’s Finance, Fundraising, Human Resources, Training and Governance teams. The work undertaken by Corporate Services underpins the support provided by our frontline staff. As BCWA has grown, Corporate Services have become more integral to the development and success of the organisation and we are now looking for valuable compliance support.  **Communications Officer Job Role**  The Communications Officer 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 general 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. The post holder will act as a first point of contact for communication, branding and press enquiries and provide effective communications and media support for BCWA fundraising and service awareness campaigns. This is a challenging and rewarding role for an individual with excellent written and verbal communication skills, creativity and good organizational skills. |

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| **Working for BCWA** | |
| BCWA Values | This role will be an ambassador for BCWA promoting the values of the organization and all it stands for.  The post holder must possess the understanding, skills and commitment to challenge abuse and violence within our society, acknowledging that victims are faced with many barriers. 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 vulnerable adults, children and young people and expects all staff and volunteers to share this commitment.  Employees must ensure that all practice is delivered within the framework of Safeguarding Adults and Children.  All posts are subject to the Rehabilitations of Offenders Act (Exceptions Order) 1975. It will be necessary for a check to be made to the Disclosure and Barring Service for details of any previous criminal convictions. |
| Equality and diversity | BCWA is a feminist organisation devoted to equal opportunities and a fairer society where everyone has the opportunity to fulfil their potential and diversity is valued.  BCWA will ensure that all employees, applicants for employment and volunteers are treated fairly and with respect at all stages of their employment or service. |
| General Data Protection Regulation (GDPR) | BCWA is committed to protecting the rights and freedoms of all individuals in relation to the processing of their personal data.  All employees are required to comply with GDPR procedures and principles. |

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| **Principal Duties** | |
| 1 | Act as the first point of contact for media enquiries, draft press releases, internal and external branding enquiries. |
| 2 | Identify media opportunities, develop a database of contacts and build media relations to maximise positive media coverage for BCWA. |
| 3 | Identify and interview staff and service users to participate in media opportunities, and ensure they are treated in an appropriate and safe manner. |
| 4 | Liaise with BCWA staff, volunteers and service users to develop, produce and order accessible and engaging marketing materials, including brochures, leaflets, banners, website updates, newsletters, email campaigns, impact reports and annual reports. |
| 5 | Ensure all content is consistently branded, professional, targeted for the specific audience, and represents/is inclusive of diverse ethnicities, ages, abilities, sexualities, etc. |
| 6 | Provide basic design and typesetting for BCWA internal/external publications, and work with external designers and marketing agencies where required. |
| 7 | Coordinate internal staff and external stakeholder e-newsletters, to ensure all parties are kept up to date. |
| 8 | Lead on BCWA’s online presence, ensuring that BCWA’s website and social media platforms are up to date, driving and responding to engagement. |
| 9 | Run digital analytics, social media and media citation reports to evaluate & improve communications. |
| 10 | Work with BCWA’s Fundraising team to produce promotional content for fundraising campaigns and provide media support as required. |
| 11 | Work with BCWA staff teams to develop clear and effective communication plans for awareness campaigns and individual projects where needed. |
| 12 | Help to develop our wider internal communications, ensuring staff, volunteers and clients have a clear understanding and awareness of our key messages and activities. |
| 13 | Contribute towards BCWA Equality and Diversity committee, developing innovative ways to engage local communities and seldom heard groups. |
| 14 | 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; this may include writing engaging case studies to illustrate survivors’ experiences. |
| 15 | 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. |
| 16 | Collate, analyse and evaluate where BCWA is featured in the media and report to senior managers and Trustees on a regular basis. |

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| **General Duties** | |
| 1 | Involve and encourage service user feedback and consultation. |
| 2 | To be fully compliant and remain up to date with BCWA’s policies and procedures, local and regional operational protocols and national legislation. |
| 3 | To develop, maintain and represent positive, collaborative working relationships with external professionals and all BCWA staff, being committed as part of the team to providing a high level of support to victims and survivors. |
| 4 | To attend all meetings and training as required, attend monthly supervision sessions and appraisals. |
| 5 | To participate in BCWA performance management processes within agreed timescales, providing robust outcomes and evaluation reports on progress within the role. |
| 6 | Reporting to service managers in line with their contract/service plan. |
| 7 | To ensure effective communication across all services and ensure that the service manager is informed at all times of any issues that impact effective service delivery. |
| 8 | To work within the organization’s quality assurance framework and ensure we provide a quality service to victims of abuse. |
| 9 | To develop innovative ways of working with victims of abuse based on good practice and evidence based research. |
| 10 | To support students, volunteers and apprentices as required. |
| 11 | To represent the organization positively contributing to local, regional and national strategy and events. |
| 12 | Maintain accurate and up to date records in line with organisational policies and procedures. |

# Person Specification

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| Qualifications and Experience | | Essential Criteria | Desirable Criteria | How Measured   * A – application * I – interview * T – test * R – references * E – evidence (ID, certificates) |
| 1 | An education to degree level or equivalent (NVQ Level 5), minimum Level 3. |  | X | A, E |
| 2 | Experience of working in a similar communications and/or PR role. | X |  | A, I |
| 3 | Experience of developing and delivering successful marketing campaigns. | X |  | A, I |
| 4 | Experience of working with press/media. | x |  | A, I |
| 5 | Experience planning and setting up events. |  | X | A, I |
| 6 | Experience of developing website and social media content, delivering e-communications and using relevant software e.g. Wordpress, Mailchimp, Hootsuite, Google Analytics. |  | X | I |
| 7 | Experience of using Adobe, Publisher, Powerpoint, or other design/presentation software to create engaging reports or presentations. |  | X | I |
| 8 | Experience of working within the charitable sector. |  | X | A, I |

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| Knowledge | | Essential Criteria | Desirable Criteria | How Measured |
| 1 | Understanding of trauma informed approaches. |  | X | A, I |
| 2 | Knowledge of the Violence Against Women and Girls Strategy and the gendered nature of violence. |  | X | I |
| 3 | Have knowledge and experience of applying health and safety, GDPR compliance and management. |  | X | I |
| 4 | Have an understanding of the principles and practices of marketing. | X |  | A, I |
| 5 | Have an understanding of relevant legislation, government policy and good practice requirements |  | X | I |
| 6 | An understanding of the experiences of and barriers facing diverse communities. |  | X | A, I |

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| Skills and abilities | | Essential Criteria | Desirable Criteria | How Measured |
| 1 | Demonstrable ability to use Microsoft Office (Word, Excel, Outlook, Access, Teams) and other virtual platforms, including social media | X |  | A |
| 2 | Ability to work independently and within a team to meet targets and deadlines, problem-solve and respond to unplanned demands. | X |  | A, I |
| 3 | Maintain professional boundaries and know when to seek management guidance and support when required. | X |  | I |
| 4 | Excellent writing, editing and proof-reading skills, with the ability to communicate and adapt complex information effectively for a variety of audiences. | X |  | A, I |
| 5 | Evidence of the ability to communicate effectively, build and develop relationships with services and partner agencies through telephone, face to face and written reports. | X |  | I |
| 6 | Ability to carry out a range of research and information-gathering activities. | X |  | A, I |
| 7 | Evidence of the ability to be calm and resilient whilst under pressure and to remain optimistic and persistent. | X |  | I |
| 8 | Ability to communicate effectively with victims of abuse and gather feedback from them showing sensitivity for others’ viewpoints and valuing diversity. |  | X | I |

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| Personal Attributes | | Essential Criteria | Desirable Criteria | How Measured |
| 1 | A feminist perspective on how gender, social, economic, race, cultural, linguistic, religious and sexual orientation issues may impact on people’s lives. |  | X | I |
| 2 | Uses a client-centred approach, demonstrating empathy, respect, trustworthiness and compassion. | X |  | I |
| 3 | Non-judgmental, non-directive and anti-discriminatory approach to empowering victims and survivors of abuse. | X |  | I, A |
| 4 | Organised, proactive and consistent delivery of work. | X |  | I |
| 5 | High level of self-motivation and integrity and an ability to think creatively with a ‘can-do’ attitude that can inspire others. | X |  | A, I |
| 6 | Evidence of personal resilience and aptitude for dealing with potentially distressing and highly emotional work. | X |  | A, I |

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| Other Requirements | | Essential Criteria | Desirable Criteria | How Measured |
| 1 | Have a current driving license and access to a vehicle |  | X | E |
| 2 | Be willing to work unsociable hours, including evenings and weekends when required |  | X | A, I |
| 3 | Eligible to work in the UK | x |  | E |

# Version control and Sign off

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| Job description produced by: | Kat Bailey  Development and Communications officer | Date Produced | 26/05/2021 |
| Job description reviewed and approved by: | Name  Role | Date Approved |  |