

JOB SPECIFICATION

(Post Ref PR139)

Job Title: Senior Communications Officer

Line Manager: CEO

Salary Scale: SCP25 £36,363 to SCP26 £37,280 (full time)

Location: Carers Leeds supports hybrid working arrangements, in the Carers Leeds office, community locations, and from home.

Hours: 28 – 35 hours per week (negotiable)

Purpose of the job:

This role will lead communications at Carers Leeds with the aim of identifying and engaging carers; raising awareness of caring and influencing others in the city to act to benefit carers; and fundraising. The postholder will work closely with the CEO, the Senior and Operational Management Teams to design and deliver the organisation's communications strategy and plans.

Main responsibilities and duties:

Strategy and planning

- Work closely with the CEO and SMT to agree our organisation's communications strategy, which aligns with our organisational strategy
- Responsible for developing and updating Carers Leeds communications plans, ensuring that we have a co-ordinated approach to communications
- Responsible for monitoring and reviewing key communication performance indicators, and reporting regularly to SMT/OMT and twice a year to the Board
- Lead on the communications element of Carers Leeds fundraising plan

Co-ordination and relationships

- Work closely with OMT to support communication to identify carers, promote our service, and support service delivery
- Work closely with the CEO, SMT/OMT and our external engagement team to support communication to influence others to act to benefit carers
- Establish and maintain clear and effective communications processes
- Develop and maintain relationships with external stakeholders to amplify our messages and to reach our key audiences
- Provide communication support, guidance and training for staff and volunteers, where appropriate

Communication channels

- Manage the Carers Leeds website and oversee the governance process for updating and developing new content
- Manage Carers Leeds main social media accounts
- Produce a monthly e-bulletin and targeted email campaigns for carers

Media

- Raise awareness of carers in the city and Carers Leeds offer by increasing local, regional and national media coverage
- Act as a point of contact for all media enquiries and develop relationships with journalists
- Write press releases, statements and articles
- Provide briefs and training for charity spokespeople

Brand

- Ensure consistent brand use across all communication channels
- Guide and support staff and volunteers to ensure they are confident to use the brand in their work
- Work closely with the Carers Leeds team, to develop a suite of on-brand digital and print materials
- Build and maintain a photo, film and stories library for Carers Leeds
- Manage copyrighting for communications materials

Core Values & Behaviours:

At Carers Leeds we are one team, working together to benefit carers. We have a shared set of values and behaviours which guide everything we do. **Values** are the things we believe are important at Carers Leeds. **Behaviours** are what we expect team members, trustees and volunteers to do, to enact our values. These values and behaviours apply to how staff, trustees and volunteers interact with each other and the way we work with carers and external partners.

Our values and behaviours are continually reinforced from induction through one to ones and team meetings.

- **Integrity** – we are honest, fair and speak up
- **Accountability** – we do what we say we will and take responsibility for our actions
- **Inclusion** – we value differences and take action to reduce exclusion
- **Respect** - we value and listen to each other
- **Excellence** - we continually improve through listening, learning and innovation
- **Kindness** - we are friendly, caring, and considerate
- **Empowerment** - we support, trust, and promote empowerment to make a difference

Respect for service user Confidentiality

The jobholder should always respect service user confidentiality and not divulge information unless sanctioned by the requirements of the role

Person Specification

Applicants for this role should use their application form to show that they meet all of the essential criteria outlined in the person specification for the position. If they fail to demonstrate this, or are unable to meet the criteria, it is unlikely they will be shortlisted for an interview for this post.

	Knowledge and understanding	Essential /Desirable	How identified Application / Interview
	A minimum of two years' experience working in a communications role	E	A
	Understanding of website (Google Analytics) and social media analytics	E	A
	Experience of using an email marketing platform (e.g. Mailchimp)	E	A
	An understanding of the role of communications within the voluntary sector	D	A
	An understanding of unpaid carers and the issues they face	D	A/I
	Experience of fundraising communications	D	A
	Skills and Competency		
	Ability to use a website CMS (Wordpress)	E	A
	Ability to produce, plan and schedule social media content	E	A
	Ability to use design programmes or software (e.g. Canva)	E	A
	Excellent written and verbal communication skills	E	A/I
	Ability to build and sustain relationships with priority stakeholders (e.g. suppliers, journalists, other charities)	E	A/I
	Excellent IT skills	E	A
	High level project management and organisational skills	E	A
	Ability to work independently and with a diverse range of staff and volunteers	E	A/I
	Behaviour and Personal Attributes		
	Can demonstrate behaviours which align to the values of Carers Leeds, including a clear commitment to equity, diversity and inclusion	E	A/I
	A 'hands on' communications professional who is also able to work at a strategic level	E	A/I
	Highly creative	E	A/I
	Attention to detail	E	A/I