

Job Description

Communications Officer

About Us

Community Action Norfolk is an independent charity.

Our role is to help **build a stronger and fairer Norfolk through support, empowerment, and strategic partnership with voluntary, community and social enterprise organisations.**

We provide direct support to around 500 voluntary community and social enterprise (VCSE) organisations a year across Norfolk with everything from, funding advice and governance support, to engagement and needs identification.

We are the main organisation supporting the engagement of VCSE organisations in Norfolk. Through this we aim to build a positive dialogue between the VCSE sector and other key partners to collaboratively achieve the best possible outcomes for the people of Norfolk.

Fairness is an important part of our work. We want to ensure Norfolk is a fair place for all, whoever they are, wherever they live. In a county where 53% of the population live in rural areas, rurality remains an important part of this.

We run a wide range of programmes and projects from housing advice through to supporting isolated older people. Most of our delivery is undertaken in partnership with other organisations.

Please see the Candidate Brief for more information.

The Role

We are looking for a communications officer to join our team. You will contribute to Community Action Norfolk achieving its goals by helping improve understanding and engagement with its work across a range of audiences from policy makers to grassroots volunteers.

The ideal candidate will be highly digitally literate and able to tell compelling stories to diverse audiences.



The role will be split between working specifically on social isolation and on Community Action Norfolk's general communication activities.

General Communications

This part of the role is to support Community Action Norfolk's general activities. You will work to ensure VCSE organisations and other stakeholders are kept informed of information relevant to their activities alongside ensuring the views, values and value of the VCSE sector are effectively communicated. You will support the promotion of particular activities as well as raising awareness on key social issues. Specifically.

- To lead on the development and delivery of CAN Communications and Marketing Strategy
- Support consultation, engagement and evidence gathering, working closely with colleagues and partners.
- Manage and deliver a pro-active content plan ensuring regular and relevant communications to appropriate audiences and stakeholders.
- Lead on the marketing and promotion of CAN's projects, products and services. Creating, executing and monitoring campaigns to meet organisational objectives.

Social Isolation

The primary purpose of this part of the role will be working to support our Social Isolation programmes in North Norfolk and Breckland District Council areas. You will work closely with colleagues to develop, manage, and deliver an effective communications programme, promoting the service and other support available to individuals, assisting the recruitment of volunteers, and raising awareness of the issues and impacts of loneliness and isolation. Working effectively with partners will be critical to the success of this role. Specifically:

- The communication officer will deliver a promotional campaign for the service (working with partners and other providers as appropriate)
- The communications officer will work to raise overall awareness around the issues and impacts of loneliness and isolation.
- The communications officer will also be specifically tasked with ensuring service delivery information and progress on cases is fed back to key partners/stakeholders.
- The communications officer will work with existing organisations within the VCSE sector and community assets to promote appropriate support for clients and build positive relationships with organisations and communities.



- Supporting the development of new solutions and community initiatives and develop effective systems and approaches to support them.

General Duties for the Role:

- Meet all performance targets, and reporting requirements ensuring accurate data collection and evaluation.
- Edit, write, co-ordinate and publish content in a wide range of formats, utilising a range of media channels and tailored for different audiences. This will include newsletter articles, press releases, website content, social media content, reports and leaflets.
- Oversee the correct use of all relevant brand materials and key messages in communications activity. Helping to promote and reinforce brand identities.
- Oversee the design processes, delivering this directly where required.
- Support the identification of key stakeholders.
- Manage contact and other communications databases.
- To provide expert communications support to colleagues and partners helping build their communication capacity.
- Manage the evaluation and Return On Investment assessment of communications activities.
- To organise and manage events and conferences.
- To build excellent relationships with media contacts to maximise positive profile and coverage.
- To work with partners to improve the effectiveness of communications and coordinate activities as appropriate.
- Monitor, maintain and enhance existing content and materials.
- To provide regular information updates for district and other partners
- To liaise with partners to ensure smooth working is maintained.
- Attend relevant meetings as required.
- To provide regular and accurate recording and reporting.
- To raise awareness and help communities and partners respond to key issues impacting on their lives including housing, access to services, cost of living, social inclusion, rurality, prevention, and service integration.
- To help build strong relationships between local partners, communities and VCSE organisations.
- To undertake strategic work at district level but also regionally and nationally where appropriate.
- To work in partnership with other organisations to provide a co-ordinated approach to community information, consultation, and development activities.
- To help identify and, where appropriate, develop information resources for community groups.
- To undertake research as required.



- To produce written documentation e.g.: project reports, and undertake any general administration associated with the role.
- To assist in the process of grant administration where appropriate.
- To contribute to the success of securing funding for Community Action Norfolk.
- To participate in Community Action Norfolk's system for monitoring and evaluating service provision including data entry onto our systems.
- To promote and sell Community Action Norfolk products and services where appropriate.
- To undertake such other reasonable tasks as the CEO (Chief Executive Officer) may from time to time require.

Core competencies for the role

Community Action Norfolk has a competency approach to the skills and knowledge of our team. The following outline the core competencies we will be looking for in a successful candidate. Specific knowledge related to the organisation and the voluntary sector is advantageous but not essential at the recruitment stage. We list the full competencies below but as with all competencies will look to provide support to meet any development needs.

Communication

Able to communicate information and ideas effectively at multiple levels from grassroots to strategic. Able to sell the organisations value. Able to listen, remain open minded and absorb information effectively. Confident in different forms of communication including written, verbal, numeric and graphical.

Organisation

The ability to plan and define projects and tasks independently within broad areas of responsibility, prioritising and multitasking as required. The ability to assist others in the planning process, providing techniques, structure and support appropriate to the group and task. The ability to make effective and timely decisions within areas of authority.

ICT

All roles within the organisation must be able to effectively use information communications technology, specifically the ability to use emails, navigate and research on the web, with excellent use of Microsoft Office and specialist software as appropriate (CRM, Mailchimp, website, social media, Adobe suite)

Knowledge of the organisation and its services

Detailed knowledge of the range of Community Action Norfolk's services, projects, and partnership activities. Good understanding of the organisation's overall objectives and how they fit with current work. Knowledge of relevant policies and strategies. Able to promote and sell the organisation's products and services.



Knowledge of VCSE sector and values

Understanding of the values and uniqueness of the VCSE sector. Detailed knowledge of the sector at a local level including the position of Community Action Norfolk. Firm understanding of trends at both local and national levels and wider policy context for specific areas of work.

Knowledge of the organisation's ethos and values

Full knowledge of the organisation's history, ethos, values, and vision.

Relationships and Partnerships

All roles within the organisation need to be able to support positive relationships and partnerships, this includes:

- Developing and maintaining relationships that inspire trust and respect.
- Building networks and being able to influence others to make things happen.
- Understanding of the different contributions from other disciplines and work effectively with colleagues and partners to solve problems and achieve objectives.

Business Focus and Development

Clear understanding of key business issues and working effectively within their role to help solve organisational problems and achieve objectives. Proactive in looking for new more effective ways of working and opportunities for the organisation. Able to 'make it happen' turning plans into successfully implemented projects and initiatives. Performance focused, able to deliver at pace to the required quantity and quality within the time available. Commercially aware working effectively within their role to achieve commercial outcomes.

Role Specific competencies

- High attention to accuracy, consistency and clarity of message
- Design awareness and understanding
- Editorial and copy writing skills for different audiences and formats
- Expert knowledge in effective communication practices.

Own transport is essential as is the ability to work some evenings and weekends.

Management

The Communications Officer will be line-managed by the Operations Manager.

Terms of Appointment

This is a permanent appointment, 37.5 hours per week, subject to the availability of funding. The job will be based at our Dereham offices.



Salary is £ 23,662 per annum and holidays are 23 working days pro-rata per annum, (increasing annually to a maximum of 28) plus 8 Bank Holidays. Contributory pension scheme.

Interviews

Interviews will be arranged once we have sufficient candidates

Applications

To apply please send us:

- A supporting statement of not more than 2 pages of A4 with a minimum of size 11 Arial. The supporting statement should respond to the core competencies of the role and how you think you meet these.
- A comprehensive CV, please address any gaps in employment or education history.
- An equal opportunities monitoring form available from our website

To: recruitment@communityactionnorfolk.org.uk

For an informal discussion about the role please contact Jon Clemo, Chief Executive, or Rik Martin Operations Manager on 01362 698216 or email recruitment@communityactionnorfolk.org.uk

