

## **JOB DESCRIPTION**

<b>Title of post:</b>	<b>Communications Officer</b>
<b>Responsible to:</b>	<b>Finance &amp; Fundraising Lead</b>
<b>Hours:</b>	<b>37.5 hours per week (over 5 days)</b>
<b>Based at:</b>	<b>The CBF office, Chatham, Kent</b>
<b>Length of post:</b>	<b>To February 2023 (with potential to extend)</b>

### **OBJECTIVES:**

To work with the Senior Management Team to develop and implement the CBF's communications work for the Getting It Right Project (funded by the National Lottery Community Fund).

### **Overview:**

Assisting the Finance & Fundraising Lead in the implementation of the communications strategy, utilizing a range of communication methods, and including:

- Supporting the development of the CBF "Challenge" newsletter
- Supporting the CBF database and website work as needed to implement the strategy
- Monitoring and reporting the impact of the strategy at engaging new and existing audiences
- Identifying trends and opportunities to build on current communications activity
- Co-ordinating the content of the Asset Portal and adding and updating key messages as required
- Ensuring all the CBF team are fully engaged with the communications strategy and that agreed key messages are embedded and used consistently across all communications
- Acting as guardian of the CBF brand

## RESPONSIBILITIES:

Responsibilities will include:

1. Custodian of CBF website, including:
  - Maintaining the main CBF website and one micro-site and reviewing and updating content on a rolling basis
  - Updating webpages in consultation with CBF team members
  - Writing new content as required
  - Maintaining systems to archive web pages, documents, and photographs
  - Responding to enquiries about the website
  - Monitoring and reporting on website activity, usage, and accessibility
  - Working with the Finance and Fundraising Lead to develop plans for the future of the website
2. Assisting with increasing and maintaining the charity's social media platforms, including:
  - Providing regular updates to Facebook, Twitter, LinkedIn and Instagram
  - Identifying, alerting the CBF team to, and acting on opportunities for social media activity including identifying different channels for engagement as appropriate
  - Planning social media around key projects and opportunities identified by CBF team
  - Monitoring and reporting on social media activity
3. Supporting the PR and media activity by
  - Contributing to the planning of media work around key projects as appropriate
  - Assisting in the drafting, refining, and sharing of press releases
  - Recording and responding to press enquiries referring appropriate opportunities to CBF Media Advisors
4. Production of the CBF Newsletter "Challenge" including:
  - Coordinating the timing, content, theme, and outline of each edition with the CBF team
  - Reviewing guidance for contributors and liaising with external and internal contributors to deliver content
  - Copywriting, drafting and editing articles as agreed with the CBF team
  - Liaising with the CBF admin team to coordinate the design, print and postage of a printed newsletter (if funding available)
  - Maintaining records of recipients in the CBF database
  - Monitoring and reporting on the usage and circulation of the digital version of "Challenge"

- Working with the CBF team to identify opportunities to promote and manage sign up to the newsletter.
5. Development, production and storage of resources and information, including:
- Organising and maintaining CBF photo and DVD archive, family stories and case studies, including researching and writing new case study materials as required
  - Assisting in the production of CBF literature and PowerPoint presentations to ensure that all CBF products and presentations are branded appropriately
  - Managing the CBF permissions archive and ensuring all family content is approved and used appropriately
  - Ensuring CBF is GDPR Compliant in its communications activity
  - Liaising with other stakeholders to produce new resources, including uploading accessible documents to the website and promotion on social media
  - Using Adobe Premiere Pro Software to edit video content for resources
6. Supporting specific projects across the CBF including:
- Contributing to the National Lottery 'Getting it Right' project
  - Attending the CBF 'Influencing Families' subgroup
  - Working with partner charities to support the development of key messages and press releases around campaign work.
7. Supporting the CBF team in various tasks including:
- Drafting the Trustee Annual Report and Impact Report
  - Attending events to represent CBF as appropriate
  - Contributing to the development and delivery of communications plans around key projects
  - Database enquiries and liaising with database support provider
  - Ensuring regular communication with other members of the CBF team, including attendance at team meetings
8. Any other tasks as determined by the Line Manager.