



The Challenging Behaviour Foundation

making a difference to the lives of people with severe learning disabilities

JOB DESCRIPTION

Title of post:	Communications Officer
Responsible to:	Finance & Fundraising Lead
Hours:	Full Time (Part time considered)
Location:	The CBF office, Chatham, Kent (Hybrid or home working considered)

OBJECTIVES:

To work with the Senior Management Team to implement the CBF's communications strategy

Overview:

Assisting the Senior Management Team in the implementation of the communications strategy, utilizing a range of communication methods including:

- 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
- Monitoring and reporting the impact of the strategy at engaging new and existing audiences
- Identifying trends and opportunities to build on current communications activity
- Acting as guardian of the CBF brand
- Supporting the development of the CBF "Challenge" newsletter
- Supporting the CBF database and website work as needed to implement the strategy
- Co-ordinating the content of the Asset Portal and adding and updating key messages as required
- Working with project teams to develop and implement project comms plans

RESPONSIBILITIES:

Responsibilities will include:

1. Custodian of CBF website, including:
 - Maintaining the CBF website and reviewing and updating content on a rolling basis
 - Producing new content as required in an engaging and accessible format including sourcing case studies, photos, video clips etc
 - 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 Senior Management Team 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
 - Dissemination of digital and hard copy newsletters
 - Monitoring and reporting on the usage and circulation of the digital version of "Challenge"
 - Working with the team 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 Video archive, family stories and case studies, including researching and writing new case study materials as required
 - Assisting in the production and design of CBF literature and presentations to ensure that all CBF products and presentations are branded appropriately and consistently
 - Managing the CBF permissions archive and ensuring all family content is approved and used appropriately
 - Ensuring CBF is GDPR Compliant in all its communications activity
 - Using Adobe Premiere Pro Software to edit video content for resources
 - Identifying engaging and accessible formats to share information
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
 - Marketing of workshops including updating relevant materials
7. Supporting the CBF team in various tasks including:
 - 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