**JOB DESCRIPTION**

**Title of post:**  Communications Officer

**Responsible to:**  Fundraising and Communications Manager

**Hours:** 30-37.5 hours per week (happy to discuss with candidates)

**Location:**  Chatham, Kent (happy to discuss hybrid/remote with candidates)

**Salary:**  £27,000 – £30,000k FTE (depending on experience)

**OBJECTIVES:**

The Communications Officer plays a key role in raising awareness of the issues faced by individuals with severe learning disabilities whose behaviour is described as challenging, and their families, through promoting and sharing the work of The Challenging Behaviour Foundation (The CBF) and its impact to diverse audiences across a wide range of channels.

Assisting the Senior Management Team in the implementation of the communications strategy, utilising a range of communication methods. Including:

* Ensuring full staff engagement with the communications strategy, embedding key messages, and maintaining consistency across all channels.
* Monitoring and reporting the effectiveness of our communications in engaging both new and existing audiences.
* Identifying emerging trends and opportunities to enhance and expand current communication initiatives.
* Creating high-quality, compelling, and impactful content that highlights the lived experiences of family carers.
* Serving as the brand ambassador and guardian, ensuring consistent application of branding and messaging across all platforms.
* Setting up, coordinating content and updating key messages on the Asset Portal.
* Providing communications support, including the development of tailored communications plans in collaboration with project teams.

**RESPONSIBILITIES:**

Responsibilities will include:

1. Custodian of The CBF’s website, including:
   * Maintaining the website and regularly updating existing content
   * Creating new, engaging and accessible content including case studies, photos and videos
   * Maintaining a system to regularly archive web pages, documents, and other content
   * Responding to website enquiries
   * Monitoring and reporting on website activity and accessibility
2. Supporting the growth and management of the charity’s social media, including:
   * Providing regular updates and sharing information about The CBF’s work and resources
   * Highlighting and acting on social media opportunities across various channels including identifying different channels for engagement as appropriate
   * Planning social media around key projects and opportunities and collaborating on content
   * Monitoring and reporting on social media activity and engagement, highlighting relevant external content and information
3. Producing The CBF’s Newsletter “Challenge” and other newsletters as required including:

* Coordinating timing, content, theme, and outline with The CBF team
* Reviewing guidance and liaising with internal and external contributors to deliver content
* Copywriting, drafting, and editing articles
* Disseminating digital and hard copy newsletters
* Monitoring and reporting on the digital version’s usage and circulation
* Promoting and managing newsletter sign-ups

1. Development, production and storage of resources and information, including:

* Organizing and maintaining The CBF’s photo/video archive, family stories, and case studies, including creating new materials as needed
* Assisting in producing and designing The CBF literature and presentations, ensuring consistent branding
* Managing The CBF permissions archive and ensuring approval and proper use of family content
* Ensuring GDPR compliance in all communications
* Using tools such as Canva and Adobe Creative Cloud to create and edit content for resources
* Identifying engaging and accessible formats to share information

1. Supporting PR and media activity by:

* Contributing to media planning for key projects
* Assisting in drafting and distributing press releases/statements
* Handling press and media enquiries and directing opportunities to The CBF’s Media Advisors

1. Additional CBF Team Support:

* Coordinating the Trustee Annual Report and Impact Report
* Attending events and meetings to represent The CBF and provide communications support
* Contributing to the development and delivery of communications plans for key projects
* Collaborating with partner charities on messaging and press releases for campaign work
* Marketing The CBF workshops, including updating materials
* Managing database enquiries and liaising with the database support provider
* Maintaining regular communication with The CBF team, including team meetings

1. Any other tasks determined by the Line Manager as required