



Job Description - 21

Title: Communications Officer
Hours of work: 30 hours per week
Responsible to: Chief Executive Officer/Office Manager

Job Purpose

To manage Barnsley CVS and its trading arms marketing, communications, media and brand activities

Main duties

1. Deliver new marketing campaigns to embed the brand in the borough of Barnsley and beyond
2. Gather relevant news and information to create appropriate content for all of Barnsley CVS's communication channels, including website, social media, survey platform, local media and newsletters
3. Support the Management and Trustees to prepare and deliver the engagement and brand strategy and lead sector partnership.
4. Administration and development of the organisations CRM, Website and Training platform
5. Future development of Barnsley CVS's mobile app, in line with current priorities.
6. Ensure a regular social media presence is maintained across all platforms
7. Reporting and monitoring results, using metrics to improve performance
8. Support the wider team to use the correct brand and brand language across all communications media.
9. Refine and develop the offer based on market research and other evidence.
10. Work closely with relevant staff teams to manage all external relationships.
11. Work with the staff team to ensure all events are delivered to a high standard
12. Support the team to deliver the Annual General Meeting.

13. Work in partnership with the Membership to align activities to recruit and retain members.
14. Deliver relevant information to our membership and customers in the most appropriate formats
15. Ensure compliance with our regulatory requirements
16. Prepare reports for funders and partners
17. Be involved in delivering a programme of internal communications
18. Deliver any further activities commensurate with this post as needed by the organisation.

Person Specification – Communications Officer

Criteria	Essential	Desirable
<ul style="list-style-type: none"> • Skills • Knowledge • Abilities 	<ul style="list-style-type: none"> • Experience of electronic diary management. • Ability to be amiable, professional and approachable at all times, to enable professional interaction with a wide range of contacts, both internal and external to the Company. • Ability to organise and plan own work. • Excellent attention to detail, with the ability to maintain a high level of accuracy. • A flexible, pro-active approach to work including the ability to prioritise and re-prioritise. • Ability to work on own initiative. • Ability to deal with sensitive information with discretion and to maintain confidentiality. • Excellent IT skills, including a working knowledge of presentation software packages, preferably Microsoft Office Word, Excel • Understanding of the key issues affecting the successful marketing and promotion of services • An understanding of the voluntary and community sectors • Experience of developing and maintaining websites and databases • Experience of promoting services, public relations, event management and producing publicity material 	
Other	<ul style="list-style-type: none"> • Committed to good practice in equality & diversity matters • Awareness of the importance of GDPR compliance 	

I have read and understand the above job description and person specification and fully understand my roles and responsibilities within the company. I will raise any concerns of training needs with my line manager.

Name	
Signature	
Date	