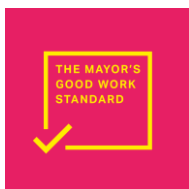


# APPLICATION PACK



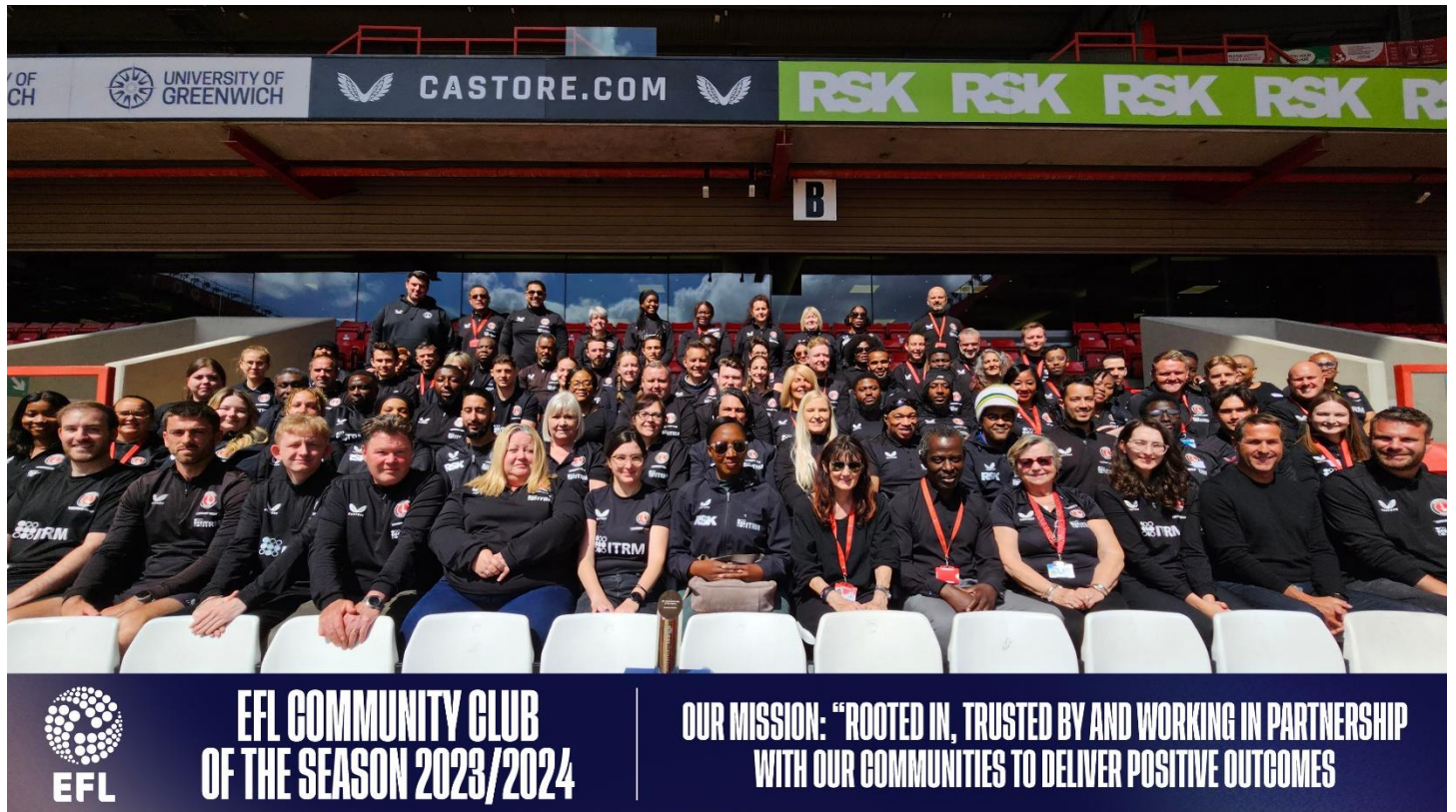
Press and Communications Officer



INVESTORS  
IN PEOPLE



# APPLICATION PACK



A new report has shown that across Charlton Athletic Community Trust's (CACT) programmes in South East London and Kent, a social value of £49,609,000 has been generated. This means that for every £1 the charity invests in a one-year period, £9.52 of social value is created.

An independent charity since 2003, CACT's work and its impact has grown year on year, now working with over 25,000 participants annually.

CACT has identified three core outcomes which underpin its work in the community:

- Improved physical and mental health and wellbeing
- Improved access to education and employment
- Increased community and social cohesion

CACT runs more than 65 programmes which help achieve these outcomes.

CACT is one of the biggest football community trusts in the country; principal areas of work are:

- Early Help and Prevention
- Education
- Football and Sports Development
- Health Improvement
- Social Action and Enterprise
- Youth Services

This is an exciting time to join CACT as we have recently launched a new five-year Strategic Plan for 2024-2029 informed by extensive consultation with our communities, our staff, our Trustees and our partners:

Our Mission	Our Values	The Golden Threads that are woven throughout everything we do
"Rooted in, trusted by and working in partnership with our communities to deliver positive outcomes"	<ul style="list-style-type: none"> <li>✓ Adaptability</li> <li>✓ Equity</li> <li>✓ Integrity</li> <li>✓ Passion</li> <li>✓ Respect</li> </ul>	<ul style="list-style-type: none"> <li>✓ Safeguarding</li> <li>✓ Leadership &amp; Governance</li> <li>✓ Equality, Diversity &amp; Inclusion</li> <li>✓ People &amp; Organisational Development</li> </ul>

**Employee benefits include:**

- Friendly working environment
- Employee Network Groups (Equality, Diversity and Inclusion Working Group (EDIWG), Women’s Network, Green Team and the Health and Wellbeing Network)
- 23 days annual leave – this includes 3 days which must be taken at Christmas and an additional 1 day for every full year continuous service up to a maximum of 5 years (plus 8 days statutory bank holidays)
- Flexible Working
- Internal and external training opportunities
- Employee Assistance Programme - includes a range of retail and entertainment discount vouchers
- Eye-care vouchers
- Cycle to Work scheme
- Enhanced Maternity and Paternity Packages
- London Living Wage employer

CACT is committed to embracing and fostering equality, diversity and inclusion in the workplace as well as in the delivery of its services, activities, and programmes, by promoting a positive organisational culture that values all staff and service users. We will strive to create an inclusive environment where everyone feels able to participate and achieve their potential.

CACT has achieved both the Mayor of London’s ‘Good Work Standard’ accreditation and ‘Investors in People’ accreditation. Together they provide external validation that CACT is a great place to work.



## JOB DESCRIPTION

<b>Job Title:</b>	Press and Communications Officer	<b>Reporting to:</b>	Marketing and Communications Manager
<b>Pay:</b>	£25,642.50 per annum	<b>Contract type:</b>	Permanent
<b>Location:</b>	CAFC Training Ground, New Eltham	<b>Days and hours of work:</b>	37.5 hours per week
<b>Document created:</b>	August 2024	<b>Ref number</b>	CACT/SS/MAC/PCO/AUG24

### Purpose of the Role:

Deliver CACT marketing campaigns and external communications, utilising a wide range of platforms.

Help ensure quality content which promotes the work the organisation does and reflects its range of strands.

Advance the profile and reputation of CACT, growing its audience through the delivery of a range of initiatives. Work in partnership with the Marketing & Communications team to create effective campaigns which help grow the reach of the organisation and increase engagement.

### Key Responsibilities include (but not limited to):

- Draft copy for marketing materials
- Identify case studies for use in marketing assets
- Maintain marketing email database
- Press/media
  - Send regular media releases to local and/or national press where appropriate
  - Create and maintain relationships with press stakeholders
  - Identify media opportunities
  - Manage media lists
- Social media
  - Manage CACT's social media channels (X, Instagram, Facebook, TikTok, YouTube)

- Liaise with colleagues across CACT to source content to promote the breadth of work done across the various programmes.
- Draft and schedule posts
- Monitor and evaluate activity and reach
- Assist Senior Digital Design Officer with video and/or graphic design editing as required
- Website
  - Update web pages as appropriate
  - Post news stories and other content
- Newsletter
  - Draft and send out
- Attend CACT events, including some CAFC matchdays at The Valley as appropriate to support communications activity
  - Photography, filming and/or interviewing to capture comms content
- Website
  - Update web pages as appropriate
  - Post news stories and other content
- Any other tasks as directed by the Marketing & Communications Manager

# PERSON SPECIFICATION

**Job title: Press and Communications Officer**

Person Specification		
Attributes	Essential	Desirable
Qualifications and experience	<ul style="list-style-type: none"> <li>• A-level standard of education or equivalent</li> </ul>	
Skills, ability & knowledge	<ul style="list-style-type: none"> <li>• Experience of writing and scheduling social media posts</li> <li>• Excellent writing skills, including for the web</li> <li>• Strong IT skills including: Word, Excel and PowerPoint</li> <li>• Good organisational and planning skills</li> <li>• Experience of taking photos and filming / usage of stills and video camera equipment</li> <li>• Excellent written and verbal communication skills</li> <li>• Excellent networking and interpersonal skills</li> <li>• The ability to work on multiple projects at one time</li> <li>• Good attention to detail and accuracy</li> <li>• Ability to work as part of a team</li> <li>• Ability to work with a range of internal and external stakeholders</li> <li>• Willingness to learn a range of new skills and build on existing abilities</li> <li>• An understanding of and a commitment to equal opportunities both in the workplace and the wider community.</li> <li>• Commitment to Safeguarding children and young people.</li> </ul>	<ul style="list-style-type: none"> <li>• Experience managing relationships with media contacts</li> <li>• Experience of using a CMS system</li> <li>• Experience of paid social media campaigns</li> <li>• Experience of sub-editing articles and other written content</li> <li>• Experience of using a variety of editing software programmes for graphic design and video (e.g., Adobe Premiere Pro, Adobe Photoshop, Canva)</li> <li>• Good understanding of the General Data Protection Regulation</li> </ul>
Personal qualities		





## APPLICATIONS

**CACT is committed to the safeguarding of its staff, volunteers and young people. Any job offer made is subject to satisfactory references and Disclosure and Barring Service (DBS) check.**

Application forms are available from <https://charlton.clubcast.co.uk/cact/get-involved/job-opportunities>

To apply for this role, please send a completed application form detailing how you meet the requirements of the role and an equal opportunities monitoring form to [Jobs@cact.org.uk](mailto:Jobs@cact.org.uk)

Please note: CVs will **not** be considered.

Closing date for applications: 30 August 2024

Interviews will take place the week after the closing date.