



Communications Officer

Job Specification

Job Description

Contract:	Freelance contractor agreement
Hours	8 hours per week
Location:	Hybrid. You'll be able to work from our East London office at St Margaret's House, work from home when you need to, and attend occasional meetings and events in Tower Hamlets
Line Manager:	Director
Approximate Start Date:	As soon as possible

Role purpose

To shape, own and drive forward Globe Community Project's communications strategy, taking a proactive approach to campaigns and initiatives, social media and supporter engagement, and meeting targets to inform, reward and grow our supporter base.

Role summary

Joining GCP at a time of growth, there is scope for you to make a huge impact on our ability to reach and connect even more lonely, isolated people in Tower Hamlets. As a loneliness charity, our communications are key. You'll either be in part-time work and looking for more hours, or a freelancer with space to take this on. You could work your hours across one or more days; we don't mind as long as you can drive results, be flexible and responsive where needed.

Role accountabilities and responsibilities

Campaigns and initiatives

Producing compelling and impactful communications.

- Writing copy.
- Creating and developing content and graphics.
- Publishing on, and assisting with the development of, the GCP website.

Social media

Full responsibility for the social media channels.

- Creating and scheduling posts and content
- Engaging with others and with relevant trends.
- Setting and tracking key performance indicators (KPIs).

Supporter engagement

Keeping supporters and donors informed and involved.

- Crafting and designing compelling emails, with at least 1 email newsletter per month.
- Promoting opportunities for participation – including surveys, volunteering and fundraising campaigns.
- Refining segments and user journeys.

Strategy

- Making key contributions to the development and delivery of our strategic communications plan, including setting targets and timeframes within your first month.

Community events

- Gathering stories and content from participants at our activities in East London.
- Supporting occasional fundraising events.

Skills and qualities

Qualifications and training	Essential	Desirable	A	I
Further education level qualification	X		X	
Qualification in communications, media or marketing		X	X	
Evidence of continued professional development in communications		X	X	
Previous experience	Essential	Desirable	A	I
At least 1-2 years' experience in managing communications for a charity, third sector or other organisation	X		X	X
Professional experience of shaping strategy to achieve impact	X		X	X
Experience of creating digital content and delivering results against targets	X		X	X
Skills, knowledge and aptitudes	Essential	Desirable	A	I
Digital skills: we use MS Office, GSuite, Zoom, Word, and Excel	X		X	
Competent communicator on Instagram, X, Facebook, LinkedIn and Canva, and experienced with website content management systems	X		X	X
Proactive, friendly, professional and outgoing	X			X
Strong time management and prioritisation skills	X		X	X
Other requirements	Essential	Desirable	A	I
Strong alignment with GCP's values	X		X	X

Closing date

Vacancy closes on Monday 29 April, 09:00 | Shortlist notified 30 April | Interviews 6 May

Pay & benefits

- Pay is £22.16 per hour
- GCP is a Living Wage Accredited employer.
- As a freelancer you are not entitled to holiday pay, and are fully responsible for payment of any tax that you might owe in relation to the fees you receive.

Application process

Please send the following to gcp@globecommunityproject.org

1. Your up-to-date CV.
2. A covering letter or email telling us how you've made an impact on growth and driven strategy in previous roles or projects, and your ideas for GCP. Do take time to consider our work and our values, which you can explore via our website at www.globecommunityproject.org

NO AGENCIES: We're not using agencies for this vacancy and we cannot accept any CV-only submissions.

Informal chat

If you're thinking of applying but unsure, perhaps because you don't meet all essential criteria, do get in touch to discuss this further (details below). If you're excited by this vacancy then don't rule yourself out - it might still be worth applying.

Contact gcp@globecommunityproject.org or 07419 586150 to arrange a chat.