

## Communications and Engagement Officer

<b>Position:</b>	Communications and Engagement Officer
<b>Location:</b>	Barnsley, South Yorkshire
<b>Hours:</b>	22.5 hours per week, 1 day working from home allowance
<b>Salary:</b>	£24,454 FTE (£14,870 actual); 5% pension contribution, 33 days of annual leave entitlement (inclusive of bank holidays) pro rata
<b>Contract type:</b>	Permanent
<b>Reportable to:</b>	Communications and Engagement Manager
<b>Direct reports:</b>	No direct reports

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### Job Purpose

At an exciting time of growth and strategic development, Barnsley CVS is looking for a creative and motivated Communications and Engagement Officer to help tell our story and strengthen connections across the borough.

In this entry-level role, you will support how we communicate, connect and engage with local communities, members, stakeholders and the wider VCSE sector. You'll help bring our work to life – creating accessible, engaging content and supporting campaigns that showcase the impact of local organisations and the difference they make every day.

Working as part of a small, supportive team, you will contribute to delivering communications that inform, inspire and involve. From digital content creation and social media to events and community engagement, you'll play a hands-on role in helping people understand, access and take part in opportunities across Barnsley.

You will also help ensure that we are quick and effective at responding to the voices of local people and organisations. Your role will be key to supporting Barnsley CVS's mission to build a strong, connected and thriving VCSE sector that has a positive impact on communities.

This is an ideal opportunity for someone starting their career in communications and engagement, who is passionate about communities, keen to develop their skills, and motivated to make a meaningful difference.

To be successful in this role, you will be someone who already has some experience and knowledge of communications and digital media but also has a genuine interest and passion for the VCSE/Charity sector in Barnsley and is motivated to highlight the work of the sector across our Borough. Paid working experience is not essential if you can demonstrate an appetite and a commitment to charitable causes and creative communications in recent years.

### Main duties

#### **Communications and Content**

- Create and schedule regular engaging content across social media, newsletters and other digital channels

- Gather relevant news, stories and information that is relevant to Barnsley VCSE sector to create appropriate content in a timely manner
- Support the development of clear, accessible communications that promote Barnsley CVS services, opportunities and impact including printed communications
- Help develop case studies, stories and content that showcase the work of VCSE organisations across Barnsley
- Create a bi-monthly newsletter from a variety of information shared with us across our members and statutory partners
- Help to design and contribute to the co-design of shared campaigns and communications with a variety of staff and external partners
- When designated by the Communications manager, to attend marketing and communication partner meetings
- Monitor engagement and support the communications and engagement manager with improvements to content reach and effectiveness

### **Brand and Website**

- Support the consistent use of Barnsley CVS branding, tone of voice and key messages across all communications
- Under the guidance of the Communications Manager, maintain and update website content to ensure information is accurate, accessible and up to date
- Assist in developing new content for the website that improves user experience and accessibility
- Help ensure communications are inclusive and reflect the diversity of Barnsley's communities
- As directed, support the development of digital assets, templates and resources

### **Administrative Support**

- Be the first point of contact on social media and via email through our info account taking responsibility to either respond, re-direct or escalate any enquiries as appropriate in a timely manner
- Help to coordinate and organise mailing lists, contact databases and communications schedules
- Organise the post as it comes to the organisation to ensure it reaches the right staff or partner
- Assist with data collection, reporting and evaluation of communications and engagement activity
- Create summaries from meetings or events for other staff or members to read

### **Member and community engagement**

- Build positive relationships with VCSE organisations, members and community groups across Barnsley
- Support engagement activity such as meetings and partnerships with tasks such as but not limited to taking minutes

- Where delegated, assist other staff and stakeholders in planning and delivering events, workshops and engagement sessions
- Help identify and reach under-represented or seldom-heard groups to ensure inclusive participation
- Support the gathering of community voice, feedback and insight to inform Barnsley CVS activity

### **Barnsley CVS Team**

- To participate in any team meetings or creative planning sessions as part of the Barnsley CVS team.
- To work within the charity's mission, vision and values.
- To participate in internal and external meetings as required, and attend training, conferences and other functions as necessary.
- To take part in activities that could reasonably be expected of your role and responsibility but not listed.

### **Role Development**

Barnsley CVS values investing in the continuing professional development of staff and volunteers. The direction this takes will depend on who is recruited. There is space for development within this role that we would like to explore upon successful appointment.

## Person Specification – Communications and Engagement Officer

Criteria	Essential	Desirable
<b>Skills and Abilities</b>	<ul style="list-style-type: none"> <li>• Excellent written and oral communication skills and the ability to communicate ideas in simple and easy to understand formats that can be used by a wide range of people</li> <li>• Able to be professional, personable and approachable in written, phone and face to face communication</li> <li>• Ability to plan and organise their own work as well as working as part of a team</li> <li>• Excellent attention to detail</li> <li>• Ability to begin and complete work to appropriate deadlines</li> <li>• Good record keeping skills</li> <li>• Excellent IT skills including working knowledge of Microsoft 365 in word, excel, PowerPoint and Teams</li> </ul>	<ul style="list-style-type: none"> <li>• The ability to use tools like Canva or other design packages</li> </ul>
<b>Experience</b>	<ul style="list-style-type: none"> <li>• Experience of creating digital content in a professional setting (although this does not need to be paid experience)</li> <li>• Experience of content writing (as above)</li> <li>• Experience of working with a range of different people (as above)</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of social media management</li> <li>• Experience editing websites</li> <li>• Experience of using CRMs</li> <li>• Experience working in a public facing role or customer service</li> </ul>
<b>Qualifications and training</b>		<ul style="list-style-type: none"> <li>• Qualification in a relevant subject such as media, communications, English</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• An understanding of how to conduct yourself in a professional setting and represent an organisation</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of the Barnsley voluntary and charity sector and the challenges they face</li> <li>• Understanding of successful marketing techniques</li> </ul>
<b>Personal qualities/ attitude</b>	<ul style="list-style-type: none"> <li>• Highly motivated with a passion for the charity/VCSE sector</li> <li>• Values transparency and integrity</li> </ul>	

	<ul style="list-style-type: none"><li>• Enjoys working as part of a team</li><li>• Passionate about the power of excellent communication and marketing</li><li>• Motivated to progress in this field</li></ul>	
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