# Job Description

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| Role Title | Communications & Engagement Officer | Responsible to: | CEO |
| Salary Scale | £30k-£32k FTE | Responsible for: | N/A |
| Hours p.w. | 21 | Location | Home working/Remote |

Oct. 26.

**Role Purpose**

The Communications and Engagement Officer plays a key role in raising awareness of Steps Charity and ensuring that people affected by lower limb conditions can access information, support and opportunities to connect with others. The postholder will lead on the charity's communications and digital engagement, helping to strengthen relationships with beneficiaries and supporters, increase awareness of its work and encourage greater involvement in its activities.

Working closely with the CEO and colleagues across the organisation, the postholder will manage and develop the charity's communications channels, maintain its CRM and supporter databases, promote events and fundraising activities, and identify creative ways to engage beneficiaries, healthcare professionals, corporate partners and supporters.

**Key Responsibilities**

**Digital Communications**

- Maintain and develop the charity's website, ensuring content is accurate, relevant, accessible and engaging.
- Create, schedule and publish content across social media platforms to increase awareness, engagement and reach.
- Monitor digital performance and provide regular reports on website traffic, social media engagement and campaign effectiveness,
- Ensure all digital and printed communications are consistent with the charity's brand identity and tone of voice.
- Develop engaging and accessible multimedia content including graphics, video, stories and campaign materials using Canva and other appropriate tools.

- Explore and make appropriate use of AI and emerging digital tools to support content creation, improve efficiency and enhance communications, ensuring their use is responsible and consistent with the charity's policies.

**Support Network Development**

- Help develop and promote digital peer support opportunities for beneficiaries and families.
- Identify new ways to improve online engagement and communication with service users.
- Support the delivery and promotion of online events, webinars and information sessions.
- Ensure enquiries received via digital channels are responded to promptly or directed to the appropriate colleague or service.

**Marketing and Engagement**

- Produce and coordinate the charity's newsletter and other supporter communications.
- Develop compelling beneficiary and supporter stories to demonstrate impact and increase engagement.
- Support awareness campaigns, fundraising initiatives and national events.
- Promote fundraising activities and celebrate supporter achievements through digital channels.
- Build and maintain relationships with stakeholders, including beneficiaries, families, healthcare professionals, funders and corporate partners.
- Develop and manage questionnaires, surveys and other feedback mechanisms to evaluate and gather insights into service quality, measure stakeholder satisfaction, and identify opportunities for continuous improvement.

**CRM and Data Management**

- Maintain and update the charity's CRM database, ensuring records are accurate and managed in accordance with data protection legislation, including UK GDPR.
- Support audience segmentation and targeted communications.

- Produce reports and analyse data to support fundraising, engagement and service development.
- Assist with monitoring communication activity and evaluating its effectiveness.

**General**

- Work collaboratively with colleagues, volunteers and trustees.
- Contribute to the achievement of organisational objectives and strategic priorities.
- Act always in accordance with Steps' policies, procedures and values.
- Maintain confidentiality and comply with data protection legislation.
- Demonstrate a commitment to equality, diversity and inclusion.
- Undertake occasional evening and weekend work as required.
- Undertake other duties appropriate to the role as requested by the CEO.

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**Person Specification**

**Essential Criteria**

**Experience**

- Experience of managing and updating website content.
- Experience of creating engaging content for social media platforms.
- Experience of producing newsletters, marketing materials or supporter communications.
- Experience of using CRM systems or databases.
- Experience of email marketing platforms such as Mailchimp.
- Experience of using email marketing platforms such as (e.g. Mailchimp, SurveyMonkey or equivalent)
- Experience of supporting the planning and delivery of communications campaigns.
- Experience of working independently and managing competing priorities.

**Knowledge**

- Good understanding of digital communications and social media best practice.
- Understanding of audience engagement and building relationships with online communities.
- Knowledge of UK GDPR and data protection principles and the importance of handling personal data appropriately.
- Understanding of accessibility principles within digital communications.

**Skills and Abilities**

- Excellent written communication and storytelling skills, with the ability to share people's experiences sensitively and engagingly.
- Ability to create content for a range of audiences and communication channels.
- Strong organisational and time-management skills, with the ability to prioritise competing demands and meet deadlines. Strong attention to detail.
- Ability to analyse communication performance data and identify improvements.
- Proficiency in Microsoft 365 applications.
- Graphic design, photography or video editing skills.
- Proficiency in Canva or similar design software.
- Ability to work collaboratively while also using initiative and working independently.

**Personal Qualities**

- Creative and innovative in developing communication and engagement approaches.
- Empathetic and sensitive when communicating with beneficiaries and families.
- Self-motivated and proactive.
- Flexible and adaptable.
- Committed to the values and mission of Steps.
- Positive, professional and solutions-focused approach.

**Other**

- Eligibility to work in the UK

**Desirable Criteria**

- Experience working within the charity, health, disability or community sector.
- Experience of using website content management systems (e.g. WordPress).
- Understanding of fundraising principles and the role of communications in engaging supporters, building relationships and supporting income generation. Knowledge of accessibility standards and inclusive communications.
- Experience of volunteer engagement or community management.
- Understanding of the challenges faced by individuals and families affected by lower limb conditions.
- Awareness of AI and emerging digital tools, including their opportunities and limitations within communications.