

## **Communications and Engagement Officer (Part Time) – South Kilburn Trust**

**Hours:** 21 hours a week

**Salary:** £15,000 - £18,000 per annum (based on £25,000 - £30,000 FTE) depending on experience.

**Reporting to:** Community Engagement, Partnerships and Marketing Manager

**Benefits:** Pro-rata share of 25 days (FTE) annual leave and bank holidays. Company Pension Scheme. Flexible working\*.

**Location:** Mostly in person, working in our South Kilburn office.

**SKT is committed to safer recruitment practices and this role is subject to successful completion of references, DBS check and a six-month probation.**

### **About South Kilburn Trust**

South Kilburn Trust (SKT) is a Community Development Trust working to improve the lives of residents in an area of London that is undergoing a long-term physical regeneration. It is the role of the Trust to identify the needs of local people and to advocate for them.

### **Job Description**

#### **Job Purpose**

This is a new role created to assist the small but growing team at SKT with our primary goal of communicating updates and opportunities effectively with the residents in the neighbourhood we serve, numbering around 7500 people. The Communications and Engagement officer will bring their experience and ideas on engaging with audiences online, in print, and in person - supporting the trust's work to widen participation and engage with the community.

#### **Main Tasks:**

##### **Engagement:**

- Engage residents in consultation using a range of methods.
- Work with the Community Coordinator to collate and present findings.
- Monitor local and relevant social media, engaging as appropriate.

##### **Relationships:**

- Develop relations with local media, providing press releases and content as appropriate.
- Develop and maintain relations with Tenants and Residents Associations, assisting from time to time with their communications to their residents.

##### **Content Generation:**

- Produce accessible copy and content across channels including:

## SOUTH KILBURN TRUST

Hard Copy	Digital
Newsletter	E-zine
Leaflets	Website
Fundraising applications / report	Social media inc. Instagram and LinkedIn

- Lead on gathering and telling stories that highlight the issues residents are facing and what is being done to improve things for residents in South Kilburn.
- Produce case studies as necessary where required for fundraising applications or by colleagues for other reporting purposes.
- Research and curate a 'what's on' calendar for residents.

### Facilitation:

- Disseminate information about opportunities from partners with residents and community groups in an efficient and timely manner.
- The Comms and Engagement Officer will work collaboratively with other local organisations to shape and execute a joined-up communications strategy for South Kilburn.

### Admin:

- Develop and Maintain a Communications Calendar
- Develop a searchable photo library, and GDPR compliant contact management system of all case studies.
- Maintain and grow our Mailchimp database and Global address book in Microsoft Outlook.

### Other Duties:

- Ensure our style-guidelines are applied uniformly across SKT comms.
- Contribute to improving and updating our relevant policies on an annual basis – e.g. Privacy and Data Protection, Volunteer, Communications etc.
- Be an ambassador for the Trust.
- Work with the Community Coordinator to offer volunteering / work placement opportunities to local people.
- Work with the whole team to assist in the proper functioning of the organisation adding your particular skills where they can be of help to colleagues.
- All staff are expected to participate in team actions from time to time, mobilising through outreach and events to increase our collective impact in the community.

This job description does not constitute a 'term and condition of employment'. It is provided only as a guide to assist the employee in the performance of their job and may be varied from time to time.

## Person Specification

### Essential:

- Evidence of producing published written content,
- Can-do spirit and positive thinker,
- Great attention to detail,
- Good at explaining complex things in plain English,
- A strong team player, but able to work independently with minimal supervision,
- Ability to problem solve and use initiative in a fast paced and changing environment,
- Highly motivated about empowering communities,
- Excellent written and verbal communication skills,
- Experience of managing social media accounts in a work context.
- Highly proficient with relevant digital tools and applications including Microsoft Office, Adobe InDesign, Photoshop, Canva or similar alternatives,
- Highly organized, able to plan and manage a highly complex workload to tight deadlines,
- Experience of networking and building strong relationships with a wide variety of individuals, groups and organisations,
- Committed to the principles of equal opportunities and diversity.

### Desirable:

- Spoken Arabic, Somalian, Eritrean, Bengali (Sylheti), French, Portuguese or other widely spoken minority language in South Kilburn.

\*‘Flexible working’ means this role could suit someone wanting to work 9am to 5pm, or 10am - 6pm three days a week or the same hours over more, but shorter days, to fit around caring commitments for example.

## How to Apply

To formally apply, please submit a CV and supporting statement (ideally a maximum 2 sides of A4 each) that clearly outlines your suitability for the role against the criteria provided in the person specification, setting out your interest and motivation in applying for this role.

Please send your application to: [jobs@southkilburntrust.org](mailto:jobs@southkilburntrust.org) (inserting “Application - Comms Officer, SKT” into the subject field).

If you would like an informal conversation about this opportunity, please contact Jamilah Harris to arrange a call: [Jamilah@southkilburntrust.org](mailto:Jamilah@southkilburntrust.org).

## Recruitment Timetable

Closing Date for receipt of applications:

By 9am on Friday 7<sup>th</sup> June

Candidates informed of outcome:

By end of the day Friday 14<sup>th</sup> June

Interviews

w/c 17<sup>th</sup> June and 24<sup>th</sup> June

### **Equal Opportunities and Data Protection**

The Trust is committed to equal opportunities for all employees in respect of recruitment, promotion, career and personal development. Any selection for recruitment will be based on ability, qualifications, and suitability for the work as well as potential for the future.

We believe that a diverse workforce with people from different backgrounds can bring fresh ideas, thinking and approaches which improve business performance and allows us to better interact with a diverse customer base.

Data processing, protection and privacy: SKT will handle your personal information sensitively and in accordance with our [Privacy Policy](#).