

# Communications & Events Officer

## Job Description

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<b>Responsible To:</b>	CEO
<b>Responsible For:</b>	Volunteers
<b>Contractual Hours:</b>	30 hours per week (flexible across 4 or 5 days)
<b>Salary Level (Per Annum):</b>	£27 - £30k per annum (pro-rata)
<b>Annual Leave Entitlement:</b>	25 Days (Plus Public Holidays) pro-rata

Breck Foundation is a unique and dynamic organisation that makes a real difference. The charity was Founded in 2014 in memory of Breck Bednar, a 14-year-old boy, who was groomed and then murdered by someone he met online. We inform, educate and campaign to help young people and the wider UK public reclaim the internet from those who seek to harm others through it. Our educational programmes reach thousands of students, parents, and safeguarding professionals each year.

### The Role

As the post holder you will lead on shaping and delivering our communications strategy and on important communications campaigns to engage Breck Foundation Friends, various stakeholders and the wider UK public on our work and the issues that drive them, and to improve awareness and support for our important work. Alongside managing all content on social media platforms, you will also take responsibility for the planning, organising and the successful delivery of all Breck Foundation's events. It is especially important that you will be imaginative and able to take initiative.

The post holder will be required to permanently work from home but be willing to travel to the Breck Foundation offices and other locations within reasonable distance as and when necessary to fulfil the requirements of the role, to engage with stakeholders and colleagues.

### Main Duties and Responsibilities

#### Strategic Input

- Contribute to the development of the Breck Foundation's strategic and operations plans.
- Work with the Chief Executive Officer to develop and regularly review annual work plans necessary to fulfil Breck Foundation's strategic aims linked to the role.
- Support the delivery of aspects of the strategic plans that may be indirectly related to the purpose of this role as will be determined by the Chief Executive Officer.
- Monitor and evaluate the relevant parts of the strategic plan linked to the role, against agreed KPIs.

#### Membership/Public Engagement and Campaigns

- Lead the development of our new membership programme – Breck Foundation Friends (BFF). Includes to design and roll out membership information packs, working with the Chief Executive Officer; and developing and implementation a membership development drive and engagement plan, working with relevant colleagues.

- Raise awareness and educate the public about the online experiences of young people and new developments around the issues that drive Breck Foundation's work, working with colleagues to generate relevant content.
- Deliver engaging and inspiring communications campaigns to generate engagement from various segments of the public on the key issues and to participate in our work through volunteering, donations, answering calls to action etc.
- Work with colleagues to create pressure on key decision makers to implement policy positions that put children's online safety at the centre of political debates and policy decisions.
- Raise the profile of Breck Foundation among children and young people, schools, and families.
- Promote the voices of experts-by-experience in Breck Foundation's communications campaigns.
- Proactively and reactively create and respond to opportunities for communications campaigns.
- Contribute new and innovative ideas for improving Breck Foundation's communications, events, and other relevant campaigns.

### **Fundraising Campaigns and Events**

- Plan, organise, promote, and deliver Breck Foundation events, liaising with relevant colleagues, trustees, suppliers, and others key to the successful delivery of the different events, while taking the lead.
- Suggest ways that existing Breck Foundation events could be improved and innovative ways that new events could be approached.
- Secure sponsorship and auction prizes (where applicable) for Breck Foundation's charity fundraising events, involving relevant staff and trustees in approaching and/or following up specific leads.
- Coordinate and delegate suitable tasks to relevant colleagues and volunteers in the delivery of events, taking responsibility for successful completion of delegated tasks.
- Develop and implement a plan for Breck Foundation to fully participate in marathon events, attract runners and engage them to maximise fundraising potential of such events.

### **Communications**

- Design and create regular, engaging, multimedia content for the different areas of Breck Foundation's work that are led by others in the team, including our policy campaigns, liaising with the relevant colleague. Use graphics, photos, videos, and written content and target existing and new audiences, inspiring them to action.
- Lead on all Breck Foundation's digital print and electronic communications, including the production and publication of Breck Foundation newsletters, blogs (including editing guest blogs), fundraising appeals and any others. This includes writing, copywriting and editing content, collating items, liaising with printers and designers, and circulation/distribution to the target audiences of each publication.
- Manage Breck Foundation's social media accounts and other online platforms to grow our social media support base; increase public engagement with digital campaigns (tailored to diverse groups) and participation in Breck Foundation's work and events.
- Responsibility for updating Breck Foundation's website and making sure information on it are always up to date. Generate and post new content to the website, including liaising with colleagues for content.
- Liaise with Breck Foundation's Finance and Administration Officer to ensure the website is always fully functional for payment processing.
- Have responsibility for the development and management of Breck Foundation's database, with support from the Finance and Administration Officer for general data entry and database support.
- Develop and implement Breck Foundation's Legacy campaign with a goal to encourage Breck Foundation supporters and members to name Breck Foundation as a beneficiary in their Wills.

### **Volunteer Management**

- Where appropriate, to advertise and recruit volunteers to support any of the activities of the role.
- Carry out volunteer inductions and manage/supervise volunteers.

### **Additional Duties and Responsibilities**

- Prepare quarterly updates to feed into Chief Executive Officer's reports to the board of trustees.
- Contribute to writing annual budgets and control expenditure and manage financial records related to activities of the role.
- Objectively review the successes and achievements against agreed objectives, identifying strengths, weaknesses, and risks, as well as suggesting improvement.
- On-going research to identify new and emerging best practice in communications in the charity sector.
- Depending on experience and qualifications of post-holder, to be receptive to any other duties as required by the Chief Executive Officer, in line with the needs of Breck Foundation in carrying out all work activities.
- To develop and maintain good working relationships with colleagues and other professionals, and to participate in team meetings.
- To participate in personal supervision in accordance with Breck Foundation's supervision and performance appraisal policy and attend agreed training as relevant.
- At all times to carry out the responsibilities of the post in a manner consistent with promoting equalities and diversity and demonstrate respect for colleagues and Breck Foundation's aims and values.
- To maintain an awareness of own and others' health and safety, comply with Breck Foundation's Health and Safety policies and procedures.
- Occasional evenings and weekend (events) may be involved with time off in lieu where agreed.

***All job descriptions are subject to periodic review***

# Communications & Events Officer

## Person Specification

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**Responsible To:** CEO

**Responsible For:** Volunteers

The following are the qualities we believe to be necessary to do this job. In your application, you should clearly show how your skills/experience and potential meet all the required points under 'Abilities/Experience', 'Qualification', and 'Knowledge/Skills' as the short-listing decision will be based on assessment against these criteria. Where possible give examples.

**The final selection process will also seek to assess these characteristics.**

### 1. Abilities/Experiences

- Experience in digital campaigning and digital content creation.
- Experience of planning and delivering events, including fundraising events, liaising with partners, suppliers, and colleagues.
- Excellent written, copywriting and editing skills and proven ability to communicate campaigning messages in a compelling, succinct, and engaging way.
- Experience creating digital content for a variety of audiences, including experience of using a range of digital software and tools, and knowledge of message testing and optimisation.
- Experience in designing popular, results-oriented, and successful campaigns.
- Ability to use design software (such as InDesign, Photoshop, and Illustrator).
- Experience working within a close-knit team in a busy and fast paced working environment.
- Demonstrable ability to plan and prioritise own workload with minimum supervision.
- Ability to buy strongly into strategic objectives and reflect passion for Breck Foundation's work with and for young people.
- Experience of using Salesforce or similar CRM system as well as all-in-one marketing platform such as Mailchimp to deliver effective long-term public engagement.
- Willingness to work occasional evenings and weekends when required.

#### **Desirable:**

- Experience in digital fundraising campaigns.
- Experience of working within a charitable environment.

### 2. Qualifications

**Desirable:** Relevant qualification in Project Management, Events Management or Communications.

### 3. Knowledge/Skills

- Knowledge of relevant software and digital tools to deliver effective long-term public engagement and digital fundraising campaigns.
- Knowledge of Wix website builder.

**Desirable:**

- Some knowledge of young people's engagement with the online world and/or the issues around online safety.

**4. The following apply to all our colleagues at Breck Foundation:****Diversity and Inclusion**

Commitment to inclusion across all protected characteristics as well as awareness of the principles of equality legislation and ability to support the promotion of equality and diversity internally and externally.

**Self-development and Learning**

Willingness to improve learning and participate in any identified capacity building and good practice sharing events.

**Teamwork**

Ability to cooperate with colleagues. Also, able to see the bigger picture, how own work fits into a wider organisational objective and strategy.

**Self-discipline and Organisation**

- Experience and ability to manage and prioritise workloads paying attention to detail.
- Good organisational skills and ability to manage time effectively to maximise output.
- Able to use technology to monitor, analyse and report work.

**Networks and Partnerships**

Ability to engage with various Breck Foundation partners and stakeholders and secure their continuous support for Breck Foundation's work.

**Communicating Effectively**

- Ability to communicate to a high standard – face-to-face and electronically, to a wide range of people and in a variety of settings.
- Ability to liaise with colleagues in collating information/data; to include ability to produce written reports to a high standard.

**Innovation and Finding Solutions**

- A proactive and 'can do' attitude to problem solving.
- Ability to use own initiative in decision making and produce required results with minimal supervision.

**Confidentiality**

Knowledge of GDPR and commitment to Breck Foundation's data protection and confidentiality policy and practices.