



JOB TITLE: SOCIAL MEDIA AND COMMUNICATIONS MATERNITY LEAVE COVER

PAY RATE: £32-34K (37HRS) PRO-RATA

CONTRACTED HOURS: 30 HOURS PER WEEK

RESPONSIBLE TO: SERVICES DIRECTOR

THE ORGANISATION:

OUR PURPOSE

We believe in something bigger than ourselves - our service users

Our service users are the heartbeats that guide our purpose and passion. Their resilience, their courage, and their unwavering determination in the face of adversity inspire us daily. We see their challenges as opportunities for growth, their triumphs as shared victories, and their hopes as the guiding light that propels us forward.

We understand that our existence is intertwined with the well-being of our community. Embracing this broader perspective empowers us to contribute meaningfully, fostering a legacy that extends far beyond our individual lives.

We believe in cultivating a community where empathy, compassion, and collective progress prevail—a world that thrives on the strength of our shared humanity.

OUR VISION

Our vision is bright

Expanding beyond, our goal is to extend this transformative

support to broader communities, amplifying our reach and positively impacting an increasing number of individuals and families in need.

OUR MISSION

We are committed

Our mission is to provide unwavering support to families living with disabilities, sharing our knowledge and understanding to empower each individual we encounter along their unique journey. Through guidance and empathy, we aim to uplift families, fostering strength and resilience as they navigate life's challenges.

THE ROLE

The year 2024 is Embrace's (formerly BDCPS) 70th year as a small charity based in Bedfordshire. We recently engaged a branding professional to review and develop a new look and feel and tone of voice, suitable for our continued success as a thriving local charity.

Our existing social media and communications lead is about to go on maternity leave. This role is designed to take the high-quality raw ingredients for our new persona and develop new and creative ways to engage our existing audience as well as attract new followers who will support us, or who might benefit from the support we offer.

We want to make this year and the future even more impactful and inspirational and are seeking a passionate and aspirational communications professional to join our team.

The role will include:

- Working closely with the service delivery team to developing new ideas and opportunities to expand our existing communications channels
- Promoting the charity's offers to existing and new service users
- Showcasing the charity to existing and new supporters, from individual fundraisers to small, medium and larger organisations
- Copywriting, proof reading and promoting brand awareness

- Design, photography and video creation
- Print and merchandise coordination

The initial proposal is for a 30 hours per week 1-year contract but by its nature the role will be flexible (and may by agreement involve occasional evenings and weekends). In addition, we would have an expectation for the postholder to work to a target which will be reviewed regularly.

SPECIFIC RESPONSIBILITIES:

SOCIAL MEDIA AND COMMUNICATIONS

- Provide confident written and verbal communication skills: comfortable writing for a range of audiences and tailoring style and content appropriately
- Identify and create engaging messaging across a range of social media channels, keeping up with trends and growing Embrace's audience
- Prepare and publish internal and external newsletters and promotional material
- Manage and maintain our website and all communications channels, providing regular content updates
- Develop organisation wide communications and digital strategies.
- Use analytical tools to measure the impact of our communications and report back on performance.
- Maximise the reach of the charity's stories - identifying opportunities to link in with key contacts locally, regionally and nationally.

OTHER RESPONSIBILITIES:

GENERAL RESPONSIBILITIES

- Promote a culture that is led by the needs of service users, their families and carers in all aspects of Embrace's work

- Liaise and maintain constructive links with statutory, voluntary and community organisations, together with any relevant national organisations
- Maintain confidentiality and ensure your work complies with safeguarding, equal opportunities, health and safety, GDPR and other policies and guidelines provided by Embrace
- Maintain personal and professional development to meet the changing demands of the job and participate in appropriate training, supervision and wellbeing action plans to support development.
- Undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility
- Ensure that equal opportunities are promoted in all aspects of the work of the organisation

Personal Specification / Key Competencies / Knowledge /Experience:

Embrace is looking for applicants who can evidence experience in the following areas:

- Demonstrable experience in external communications, social media and in developing and delivering successful communications strategies (essential)
- Demonstrable experience of engaging diverse audiences through various communications channels (essential)
- Understanding of the different needs of individuals, trusts and corporate supporters (essential)
- Practical experience of using different communications channels and media (essential)

Skills/Abilities:

In addition to the above we want applicants to provide examples of how they satisfy the following criteria:

- Self-motivation and ability to use initiative to solve problems (essential)
- Familiarity with Microsoft software including PowerPoint, Excel, and Teams along with the ability to produce infographics. (essential)

- Ability to plan and deliver against targets (essential)
- Excellent written and verbal communication skills (essential)
- Excellent administrative, organisational and planning skills particularly in time management, including the ability to prioritise, multi-task and work well under pressure (essential)
- Strong interpersonal and teamworking skills (essential)
- Co-operative approach to working with other agencies, to maintain strong, positive partnership working (essential)
- Good strategic understanding and the ability to analyse, interpret and present outcomes/impact data (essential)

Other:

- A genuine desire to support those we serve, demonstrating a passion for the role (essential)
- Commitment to upholding and promoting the vision and values of our organisation (essential)