

Chichester District Foodbank

Communications Officer (Maternity Cover)

Responsible to: Local Mobilisation and Campaigns Manager

Days per week: Part-time (24 hours per week), Flexible hours

Contract type: Temporary, 6 months with potential to extend

Salary: £24,000 per annum FTE (£14,400 pro-rata)

Location: 21 Orchard Street, Chichester, PO19 1DD with opportunity for hybrid working.

Responsible for:

The support and delivery of Chichester District Foodbank's external communications as well as the image Chichester District Foodbank portrays externally to our clients, volunteers, donors and stakeholders.

About Chichester District Foodbank:

Chichester District Foodbank was founded in 2012 and has four foodbanks in Chichester, Midhurst, Petworth and Selsey. We are part of the Trussell Trust network providing emergency food and support for people locked in poverty and campaign for change to end the need for foodbanks.

We are committed to working alongside people struggling against poverty which results in food insecurity, to learn from and be shaped by their knowledge and experience.

Overall responsibility of the job:

Support the development of communications strategies working with the different areas of the Foodbank to galvanise support for ending hunger and inspire action from key stakeholders.

Support the creation of and deliver communications campaigns both short and long term in line with the overall strategy for Chichester District Foodbank.

Manage conception, design and development, implementation of communications materials and campaigns and analyse outcomes.

Position Chichester District Foodbank as a leading voice for change and promote buy-in of our vision to end hunger in partnership with the charitable and public sector.

Specific responsibilities:

Social Media

- To manage all current and future social media accounts.
- Oversee social media accounts' design and layout.
- Perform research on current benchmark trends and audience preferences.

- Support the creation of and implement the social media strategy to align with Chichester District Foodbank's goals.
- Work towards specific objectives and report on return on investment (ROI)
- Generate, edit, publish and share engaging content regularly.
- To communicate with followers, respond to queries in a timely manner and monitor follower's reviews.
- Stay up-to-date with current technologies and trends in social media and email newsletters, design tools and applications.

Email

- Work closely with Operations Manager and Campaigns Manager to identify our target email audience and grow our email lists, using particularly placed sign up forms and gated content throughout the website, social media and other communications.
- Design and implement direct email campaigns. This includes (but is not limited to) developing copy and subject lines, designing email templates, building email lists, and more.
- Manage the daily operations of the email communications channel, including the production of email content, graphic elements and photo and video material, etc.
- Manage and report on email campaigns and results; use results to determine ROI, make improvements and establish best practices.
- Ensure prompt, accurate, and error-free communication with our audience to build loyal relationships and minimize unsubscribes.
- Maintain email database.
- Ensure emails follow industry standards and privacy policies.

Website

- Monitor search engine optimisation (SEO) and web traffic metrics
- Make sure the information displayed on our website is accurate and up-to-date
- Suggest changes and improvements to the network website to the Trussell Trust.

Content Creation

- To create digital content including static graphics, video and photography, infographics and any supporting items to aid the communication of Chichester District Foodbank's messages to our audiences.
- To produce or delegate to staff or volunteers the copy needed for all social media and email campaigns, as well as for Chichester District Foodbank's website.

Brand and Corporate Image

- To collaborate with staff and volunteers to ensure brand consistency.
- Suggest and implement new features to develop brand awareness, like new donation points, money boxes, posters or advertisements.

- To work on new branding opportunities for the new projects at the Foodbank, i.e. events, uniforms and other type of merchandise, business cards, etc.

Data and Reporting

- Track views, likes and other quantifiable data from all online communications as well as the ROI of specific campaigns (alongside the Local Mobilisation and Campaigns Manager)
- Report numbers as requested to measure the effectiveness of the campaigns.

Collaboration

- Regularly meet with the Local Mobilisation and Campaigns Manager to make sure that the communications are always in line with our strategy and the vision of the Foodbank.
- Regularly collaborate with the Operations Manager, Warehouse Manager and Lived Experience Coordinator to make sure that our need for food donations and volunteer signups are accurately and regularly communicated to our audience.

Finance

- Comply with the Foodbanks Finance Policy.
- Liaise with the Local Mobilisation and Campaigns Manager on necessary resources for purchase.
- To provide all purchasing receipts and proof to the bookkeeper in a timely fashion.

Public and Media Relations

- Deputising as the point of contact with the press for the Local Mobilisation and Campaigns Manager as needed.
- To maintain professional and favourable public image with local press and businesses, as well as other local organisations.
- Producing appropriate content and/or press releases to further the reach of our communications, making sure the image and message of the Foodbank is consistent throughout all channels.

Requirements:

- Strong communication skills
- Impeccable grammar, writing skills and understanding of direct vs. indirect copywriting.
- Ability to track, measure, and report on results of online campaigns to determine ROI.
- Experience in content management systems.
- Analytical skills and ability to provide actionable insights from data.
- Skilled in problem solving.
- Attention to detail in both written and graphic content.

- Proactive with project management skills.
- Ability to plan in the short and long term.
- Capable of delegating tasks.
- Ability to communicate clearly and effectively with staff, volunteers, clients, and stakeholders.
- Strong verbal skills
- Experience of using communications systems and basic design tools such as WordPress, Canva, Mailchimp, Metabusiness suite, Eventbrite, etc.

Desirable:

- Video editing skills.
- Graphic design skills.

Benefits of working with us

People are the most important asset that Chichester District Foodbank has – without our people we could not achieve any of our goals.

Personal development program

Continuous personal development is actively encouraged, and training opportunities explored.

Pension

The charity contributes 5% of an employee's annual salary to a pension scheme. Staff contribute 3% of their annual salary.

Holiday entitlement

33 days in total, including bank holidays (pro-rata for part time staff). You will be gifted extra days to cover the Christmas week.

Commitment to safeguarding

Chichester District Foodbank takes the safety of everyone within the charity very seriously and expects that everyone will work within Chichester District Foodbank's safeguarding policy.

Deadline for applications:

Please submit your application by the end of Tuesday 18 July.

Interviews:

Interviews will be conducted on Tuesday 23 July from the Chichester District Foodbank Office at 21 Orchard Street, Chichester, PO19 1DD.