



## **Job Description and Person Specification**

### **Communications Specialist**

**Salary:** £30-33k

**Contract type:** 1-year fixed term Maternity cover

**Hours per week:** 21-28 hours (3-4 days/60-80% FTE)

**Location:** Hybrid (Primarily home working with travel to various locations in Hampshire)

**Manager/Coach:** Chief Executive

**Deadline:** Wednesday 1 May

**Interview:** Tuesday 7 May

#### **Job Purpose:**

This role will lead on providing senior technical advice, leadership and guidance to the planning, delivery and monitoring of communications activities across the organisation. This includes supporting on elements of our communication activities; newsletter creation, website maintenance, graphic design and social media.

This role will act as a key member of our communications team, providing support to the Communications Officer and Communications Administrator and as part of several project delivery teams. This is a multi-faceted role, with opportunity to grow and develop. You'll work across the organisation, involved in many different projects and collaborating with colleagues across the team.

#### **Key responsibilities:**

- To provide leadership enabling the delivery of high quality, impactful, engaging and informative content for the Action Hampshire website, newsletter and social media platforms
- To maintain and implement an overall Communications Plan which supports Action Hampshire's strategic plan, and continue identifying opportunities to strengthen Action Hampshire's brand awareness, reach and presence
- To explore and implement a data visualisation tool to efficiently monitor and review the reach and effectiveness of Action Hampshire's communications (including social media platforms, newsletter, website hits and publication downloads, event attendance) including reviewing targets using reasonable benchmarks, and aligning activities in order to meet/ targets and to report on this to the Senior Leadership Team.
- To act as the communications lead as part of several project teams

- To provide senior technical communications advice and coaching / line management support to the Communications and Officer, Communications Administrator and any Associates supporting communications work
- To lead on Action Hampshire's understanding of (current and potential) audience, and application of this understanding to communications across the organisation
- To provide an internal support service to Action Hampshire staff to improve their own communications skills and confidence, and advise on things such as tone, accessibility, audience and best practice. In doing so, to support staff, volunteers and board members to be Action Hampshire ambassadors in their communications, assisting them to write blogs, post on social media and develop other content for publication
- To maintain the tone and style of Action Hampshire's communications, ensuring that the Communications Officer, Communications Assistant and any Associates follow this, and that this is communicated across the Action Hampshire team
- To establish and oversee appropriate systems and processes to ensure quality control across Action Hampshire's communications (ensuring, for example, consistent proofreading of social media and website content, copyediting of blogs and publications)
- To use Action Hampshire's digital presence and reach to identify new opportunities, coordinating with relevant colleagues to pass on relevant opportunities, ideas and insights
- To champion the communication of Action Hampshire's impact
- Manage relationships with a wide range of stakeholders across the public, private and voluntary sectors to support the reach and understanding of Action Hampshire's unique role and impact
- Contribute to the development of new and ongoing projects, including contributing to fundraising bids, liaising with corporate partners and providing services to customers such as comms advice and training
- Oversee the development of the communications team budget and annual workplan, ensuring resources are used efficiently and effectively.
- To work collaboratively with colleagues across the organisation, acting as an internal champion of bold and impactful communications about all of our work
- To follow relevant systems and processes, and use appropriate tools (including Salesforce and Click Up project management software) to ensure quality control across Action Hampshire's communications

- To positively promote our work in a professional manner, consistent with our core values, whilst seeking to inspire confidence in the quality of Action Hampshire products during every interaction with staff, members, stakeholders, supply chain partners and funders.

This job description is indicative of the range of current duties and responsibilities for the post, it is not comprehensive. It is inevitable that the duties will change to reflect organisational change and it is essential therefore that it is regarded with a degree of flexibility, so that changing needs and circumstances can be met. All changes will be discussed with the post holder.

### **Person Specification:**

#### **Skills**

- Excellent teamwork skills
- Ability to work across multiple projects with competing deadlines
- Excellent attention to detail
- Able to address problems calmly, appropriately and collaboratively
- Ability to give and receive constructive feedback
- Ability to research, evaluate and test different options to find the right solution
- Patience, flexibility and determination
- Excellent written and verbal communication and skills
- Strong interpersonal skills; honesty and integrity
- Ability to lead successful projects, from start to finish
- Skilled use of Canva and Mailchimp (essential)

#### **Experience**

- Demonstrable experience and understanding of creating engaging, informative written and graphic content for a range of social media platforms, website and e-newsletters
- Demonstrable experience contributing to and implementing a communications strategy
- Demonstrable experience of setting up and customising a data visualisation tool for monitoring the impact of our comms channels
- Demonstrable experience of providing employee centered line management (essential) and coaching support (desirable)