

Active Impact – Communications and Engagement Officer

Salary: £24,000 (pro rata)

Hours: 0.5FTE (19 hours per week) – working hours to be mutually agreed

Duration: Permanent

Location: Highnam Business Centre, Newent Road, Highnam, GL2 8DN

Line Manager: Relationships and Marketing Manager

Purpose:

- Work creatively within the You're Welcome project team to develop, promote and enhance the impact of this resource
- Work with the Relationships and Marketing Manager to deliver clear, engaging communications including newsletters, social media, website listings and content
- Attend a range of our own and external events across the county to represent Active Impact and the 'You're Welcome Gloucestershire' Project
- Have the opportunity to gain skills and experience in development, support and inclusive practice

Responsibilities:

1. Be an engaging ambassador for You're Welcome Gloucestershire and Active Impact by visiting organisations and attending local networking or promotional events.
2. Keep You're Welcome Gloucestershire's social media channels up to date including sharing our content within appropriate groups and networks.
3. Work with the project team to ensure the You're Welcome Gloucestershire website has up to date and accurate listings and providers understand how to make best use of the resource.
4. Maintain awareness of community activities in the county and be able to initiate contact with prospective organisations to join You're Welcome Gloucestershire.
5. Work with the team to produce external communications including regular publications and e-newsletters for various audiences using Mailchimp, WordPress and Canva.
6. Work with the team to develop new ways to maximise the use of a range of communication tools to share our message through the creation of accessible digital content and printed resources.
7. Assist the Relationships and Marketing Manager to maintain a shared database of contacts to support a joined-up approach across the organisation to ensure maximum impact for all clients or stakeholders we engage with.

All team members will:

Work with and support members of the Active Impact team to ensure good communication, and a positive, collaborative working environment.

Understand and apply Active Impact's policies including a commitment to safeguarding children and adults and demonstrate a commitment to the principles of inclusive practice across all areas of work.

Person Specification

We are seeking a creative and energetic individual who shares our beliefs around the inclusion of disabled people in a wide range of activities, including mainstream activities.

Relevant skills and experience may be demonstrated through an apprenticeship, graduate study or equivalent industry experience.

Previous qualifications, training or experience in:

- Communications, social media, digital content creation, marketing, events, PR, website management - ideally in the voluntary sector.

Essential Skills:

- Strong communication and networking skills, able to express yourself confidentially when presenting material to a variety of audiences
- Excellent computer skills with experience using Microsoft Office including Word, Outlook and Excel
- Confident in working with a variety of social media and content creation platforms eg Facebook, Instagram, TikTok and Canva (or similar)
- Be familiar with using Wordpress as a content management system
- Understanding of good data governance or willingness to learn
- Good literary style including accurate grammar, spelling and punctuation
- Exceptionally well organised with good attention to detail
- Being confident managing variable workloads and delivering to agreed deadlines
- Comfortable working as part of a team and also independently
- Confident, friendly and efficient telephone, face to face and email style
- Adaptable, creative thinker and problem solver

Desirable Skills:

Making use of Google Analytics and SEO data to identify our market and adapting our campaigns to maximise their impact.

Skills in photography/videography/creative writing

Interest or passion in working within the not-for-profit/voluntary sector