

# Recruitment Pack

## Communications Officer (Freelance)



# EHCVS

Ealing and Hounslow Community Voluntary Service (EHCVS) is a registered local charity with over 30 years of experience supporting voluntary and community sector (VCS) groups in Ealing and, since 2012, in Hounslow. Our mission is to enhance the quality of life for less advantaged individuals by empowering local charities and volunteer organisations.



**Ealing and  
Hounslow**  
Community Voluntary Service

# About Ealing & Hounslow CVS

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In this rapidly changing world where our sector continues to face many challenges and take on new opportunities, it is highly appropriate that Ealing CVS undertake reviewing and planning for the next three years.

Consulting with our stakeholders has been a refreshing process. It has allowed us to study how well we delivered our core themes developing, connecting, representing, and innovating with the third sector in Ealing and Hounslow - and to establish new and more relevant work themes for future delivery.

Ealing CVS is a second-tier organisation that works with local charities and voluntary organisations in Ealing and Hounslow. Its overall aim is to provide a professional and effective service to local voluntary organisations through assistance, forming consortia, and bidding for major tranches of funding aimed at improving the lives of the local communities.



# About Us

We are currently a team of 10 with a diverse range of backgrounds and skill sets. To find out [more about us](#) and read more about each member of our team.



You can find out more about [our Trustees here too](#)



# Our Aims and Values

## **\*\*Our Commitment to Funders:\*\***

- Deliver agreed outcomes within proposed timescales and budget.
- Proactively address and resolve any issues that arise in collaboration with funders.
- Ensure comprehensive feedback from local beneficiaries to improve our services continuously.

## **\*\*Our Commitment to Staff:\*\***

- Foster a collaborative working environment to achieve our agreed deliverables.
- Provide timely assistance and track progress to overcome any problems and concerns.
- Develop staff skills and opportunities for diverse work experiences.

Overall, EHCVS aims to be the most efficient and effective provider of community services in London.

# Our Strategic Objectives

Ealing and Hounslow CVS have big plans; to achieve these, we recognise that we may need to make changes and consider new ways of working. A core principle of our work has been and continues to be partnerships. We want to work with people, organisations, and businesses that aim to build, inspire, develop, and enable our communities and volunteers to make a difference locally.

We expect to work with partners across statutory, private, and third sectors and want to build the engagement and involvement key to our success. We want to work collectively to challenge the current ways of working and develop novel solutions to address emerging needs. An essential part of the culture at Ealing and Hounslow CVS is listening, and we will continue to conduct surveys, host forums, facilitate cross-networking, and develop local mechanisms to enable this and to facilitate the sharing of services and information.



# Our Salaries and Benefits

**\*\*Location:\*\*** Remote, with occasional travel to Ealing and Hounslow as required

**\*\*Contract Type:\*\*** Freelance

**\*\*Hours:\*\*** Flexible, approximately 14 hours per week

**\*\*Rate:\*\*** Competitive, commensurate with experience

**\*\*Duration:\*\*** 6-month contract with potential for extension



# About The Role

## ### Purpose of the Role

The Freelance Communications Officer will be responsible for developing and implementing communication and marketing strategies that enhance the visibility and impact of Ealing and Hounslow CVS. This role will support our mission by effectively promoting our services, programs, and events to a broad audience, including local communities, stakeholders, and potential funders.

## \*\*Key Responsibilities:\*\*

### \*\*Communication Strategy:\*\*

- Develop and execute a comprehensive communication strategy to raise awareness of EHCVS's work.
- Create compelling content for various platforms, including newsletters, press releases, websites, social media, and other marketing materials.
- Ensure consistent messaging and branding across all communication channels.

### \*\*Marketing Campaigns:\*\*

- Plan and implement targeted marketing campaigns to promote EHCVS's programs, services, and events.
- Use digital marketing techniques to reach a broader audience, including SEO, email, and social media advertising.
- Analyse the effectiveness of marketing campaigns and adjust strategies as needed.

### \*\*Content Creation and Management:\*\*

- Write and edit content for newsletters, blogs, reports, and promotional materials.
- Manage and update EHCVS's website and social media accounts with engaging and relevant content.
- Coordinate with team members to gather information and stories that highlight EHCVS's impact.

# About The Role

## **\*\*Media Relations:\*\***

- Build and maintain relationships with local and national media outlets.
- Write and distribute press releases to secure media coverage for EHCVS's activities.
- Act as the primary point of contact for media inquiries.

## **\*\*Stakeholder Engagement:\*\***

- Develop communication materials for various stakeholders, including funders, partners, and community groups.
- Ensure timely and effective communication with stakeholders through regular updates and reports.
- Support the organisation of events, webinars, and meetings to enhance stakeholder engagement.



# About You

## ESSENTIAL

## DESIRABLE

| Education & Qualifications        | Demonstrable experience of the fundraising sector and successful fundraising record   |  |
|-----------------------------------|---|--|
| <b>Experience &amp; Abilities</b> | <ul style="list-style-type: none"> <li>- Proven experience in a communication and marketing role, preferably within the non-profit or voluntary sector.</li> <li>- Excellent written and verbal communication skills.</li> <li>- Strong understanding of digital marketing, including social media, SEO, and email marketing.</li> <li>- Ability to create engaging and persuasive content for various platforms.</li> <li>- Experience in media relations and securing press coverage.</li> <li>- Strong organisational and project management skills.</li> <li>- Ability to work independently and manage multiple tasks simultaneously.</li> <li>- Proficiency in content management systems (CMS) and social media management tools.</li> </ul> | <p>Knowledge of the voluntary and community sector in Ealing and Hounslow.</p> <ul style="list-style-type: none"> <li>- Experience working freelance or remotely.</li> <li>- Familiarity with graphic design tools such as Adobe Creative Suite or Canva.</li> </ul> |
| <b>Personal Qualities</b>         | <ul style="list-style-type: none"> <li>-Creative and innovative thinker.</li> <li>- Strong attention to detail.</li> <li>- Excellent interpersonal skills and the ability to build relationships with diverse stakeholders.</li> <li>- Self-motivated with a proactive approach to work.</li> <li>- Commitment to the values and mission of EHCVS.</li> </ul>   |  |

# How To Apply

To apply, please email the completed application form and a supporting statement (max 1000 words) detailing your interest in the role and how you meet the specifications to [iain@ehcvs.org.uk](mailto:iain@ehcvs.org.uk) by 17.00 (GMT) on Friday, 31 June 2024.

Please include two professional references, to be contacted only if an offer is made, ensuring your information remains confidential.

Please also include two professional references. References will only be contacted if an offer has been made.

Please include a completed Equal Opportunities form which can be downloaded [here](#)

## **ELIGIBILITY**

Applicants must be eligible to work in the United Kingdom (UK) and provide information regarding the basis of their right to work in the UK with their application



*‘The connection between Ealing and Hounslow CVS and the local community/public sector is incredibly valuable. It is efficient and trusted. There is expertise that is supporting and helping our communities that would be difficult to replicate elsewhere’.*

**EHCVS**