

Job pack: Communications Officer

The Bridge Foundation is an award-winning charity based in Bristol. We make a difference to children, young people, families and adults struggling with mental health difficulties across Bristol, North Somerset, and South Gloucestershire.

For over 40 years, we have helped thousands of children and families and established a reputation for clinical excellence and effective results. We specialise in supporting the most vulnerable and at-risk children and young people across Bristol through life-changing arts, play, and talking-based psychotherapy. Our delivery model combines schools-based outreach, commissioned services, and fee-paying services. Children have spoken of their therapy as essential: “like breathing”.

We are looking for a Communications Officer to join our passionate and committed team.

The closing date for this vacancy is on Thursday 15th October at 23:59.

To apply: Please submit a completed application form and your CV to samantha.bennett@bridgefoundation.org.uk

For an informal discussion about this post, please contact abbey.emm@bridgefoundation.org.uk.

Thank you for your interest in The Bridge Foundation, and in this role.

Role summary

Position title	Communications Officer
Location	The Bridge Foundation, 13 Sydenham Road, Cotham, Bristol, BS6 5SH (flexible and home working considered)
Hours	21 hours per week (3 days) - hours can be worked flexibly
Contract	Permanent
Salary	£26,000 - £30,000 FTE, depending on experience
Pension	With NEST – up to 3% employer contribution
Annual leave	32 days plus Bank Holidays (FTE)
Reports to	Operations Manager
Job context and purpose	The Communications Officer plays a key role in The Bridge Foundation's Professional Support Team. The post holder will have day-to-day responsibility for the organisation's communications and marketing. The role is an operational one, executing the communications strategy agreed with the Senior Management Team, and works closely with colleagues, both clinical and non-clinical, across the organisation.

Role responsibilities

Social media

- Plan, create and schedule engaging social media content across the organisation's chosen platforms, in line with The Bridge Foundation's communications strategy.
- Maintain and build on a calendar of relevant awareness days and weeks (e.g. Children's Mental Health Week) and create content around these themes to communicate The Bridge Foundations's core values.
- Use Bridge-created content (e.g. blogs) to generate varied and relevant content, tailored to appropriate channels and audience segments.
- Respond to queries and engagement through social media channels in a timely and appropriate manner.

Blog and website

- Plan and oversee the publication of monthly blog content, including commissioning content, editing, and image sourcing, in addition to the maintenance of the blog database.
- Monitor, maintain and update The Bridge Foundation website (WordPress), acting on errors or inconsistencies and liaising with external web developers where issues fall outside the scope of the role.
- Maintain and refine discoverability, improving the website for SEO, AEO, and GEO.
- Work with external Google Ads professional to develop successful paid marketing campaigns when required.
- Review web analytics to understand engagement and demand trends.

Email marketing and newsletters

- Create and manage MailChimp content and audiences for direct mail campaigns, including termly newsletter distribution, recruitment communications, and events marketing.
- Lead on the termly schools newsletter, coordinating, commissioning and editing content geared towards school staff, with the aim of maintaining and developing partnership relationships.

Impact reports and annual reports

- Produce the annual report and Bridge in Schools' yearly impact report, working closely with the Senior Management Team, Fundraiser, and Data Analyst.

Other communications and support responsibilities

- Produce monthly reports on metrics across all digital channels to gauge success, guide improvements, track trends and inform future communications planning.
- Support clinical colleagues with producing communications and marketing materials for specific Bridge services.
- Support with the publication of job adverts, promotional materials and other communications as directed by the Senior Management Team and clinical leadership.
- Ensure consistency of branding and tone of voice across all communication materials.
- Build and maintain a content bank of new ideas and pre-existing content for re-purposing, to enable efficient and varied content creation.
- Stay up to date with digital communications developments, trends and tools.

General

- Ensure effective and safe personal practice at all times.
- Participate in relevant internal and external training and continuing professional development.
- Participate in regular one-to-one meetings and annual appraisals.
- Establish and maintain professional working relationships with all staff of The Bridge Foundation.
- Work collaboratively with the wider non-clinical team and undertake tasks as necessary to support the smooth running of the organisation.
- Comply with and work within The Bridge Foundation's policies, procedures and guidelines, including those relating to Equal Opportunities, Health & Safety, Confidentiality of Information, Child Protection, Data Protection and Record Keeping.

Person specification

The following table sets out the criteria against which candidates will be assessed. Essential criteria are those which must be met in order to be appointed. Desirable criteria are those which would add further value to the role and may inform decisions where candidates are otherwise equally matched. We recognise that candidates may meet criteria through a combination of formal qualifications, work experience and transferable skills, and welcome applications from those who can demonstrate their suitability in different ways.

The Bridge Foundation is committed to supporting the post holder's professional development.

	Essential	Desirable
Qualifications and training	• A degree in any discipline, or equivalent professional experience	• A degree in a directly relevant discipline (e.g. Communications, Marketing, Public Relations, Journalism) • A professional qualification in communications or marketing (e.g. CIM or CIPR certificate or above)

Experience	• Experience of creating and scheduling content for social media platforms (Instagram, Facebook, LinkedIn) • Experience of email marketing tools (e.g. MailChimp) • Experience of digital content creation, including graphic design and copywriting • Experience of working within brand guidelines and maintaining consistency of tone and visual identity	• Experience of reporting on digital communications metrics • Experience of maintaining or updating a website (e.g. WordPress) • Experience of working in a charity, health, or public sector communications environment • Experience of commissioning and editing written content
Skills and knowledge	• Excellent communication skills, with strong attention to detail and sensitivity to audience • Excellent copywriting ability • Proficiency with Canva or equivalent design tools • Good working knowledge of Microsoft Office • Ability to manage a busy and varied workload and deliver to deadlines • Understanding of digital communications trends and willingness to stay current	• Knowledge of SEO, AEO, and GEO principles and web content best practice • Photography or other visual content skills

Personal attributes	• Enthusiastic, creative and self-motivated • Empathy for the emotional and mental health difficulties of children and young people, and a genuine commitment to the organisation's mission • Ability to handle sensitive information with discretion and maintain strict confidentiality • Self-starter who can manage their own time and work with a degree of autonomy whilst taking direction from management • Collaborative and able to work effectively across a multi-disciplinary team, including clinical colleagues • Flexible and adaptable to the changing needs of a small organisation	
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Equal opportunities statement

The Bridge Foundation is an Equal Opportunity Employer and does not discriminate based on race, religion, colour, sex, gender identity, sexual orientation, age, non-disqualifying physical or mental disability, national origin or any other basis covered by appropriate law. All employment is decided on qualifications, merit and organisational need

The Bridge Foundation seeks to promote equity across its workforce, achieve the highest possible level of diversity in its appointments and promotions, and foster a sense of belonging for all.