



Citizens Advice South Hams

Follaton House, Plymouth Road, Totnes, Devon, TQ9 5NE
New enquiries: 03444 111 444 Existing enquiries: 01803 869230
www.southhamscab.org.uk

JOB OPPORTUNITY

Communications and PR Officer

Post Details

- Post title:** Comms and PR Officer
- Salary:** £19,550 - £22,377 (pro rata)
- Location:** Nominally based in our offices at Follaton House, Totnes, this role may be open to flexible and home working, and includes possible travel across South Hams and beyond
- Report to:** CEO
- Contract:** Permanent, part-time, 12- 15hrs/week (negotiable)
- Benefits:** 4% contributions to employer's pension scheme; 20 days annual leave plus bank holidays (pro rata); and an additional 3 days to be taken between Christmas and New Year; long term service leave; employee assistance programme.
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This is an exciting new role for Citizens Advice South Hams. The post-holder will be a skilled and engaging communicator with strong organisational skills and media experience. They will have excellent copy writing and design skills, the ability to build effective relationships with colleagues and external stakeholders and able to produce communications for a range of audiences and through a variety of media. They will widely promote the Citizens Advice service in the local community to be sure groups and individuals can access the information and advice they may need. They will share our commitment to the very real and positive impact Citizens Advice has on the people and communities it serves.

Applications for this post should be made to janiemoor@southhamscab.org.uk by 5pm Friday 28th August. Please use the attached application form. CVs will not be accepted.

Job Description

Main activities

- Develop and deliver all aspects of the charity's annual communications plan, supporting the charity's strategic objectives to widen and improve accessibility of its service.
- Widely promote the Citizens Advice service across the South Hams, driving awareness of the organisation's charitable status and its local impact.
- Engage with new and current audiences through the production of press releases, leaflets, posters, social media releases and the charity's website.
- Identify, organise and attend events that will raise the profile of the charity in line with the service delivery team's innovation and development initiatives.
- Support the social policy team, energy team and other specialist projects in raising awareness of current campaigns to target audiences, eg those in fuel poverty, rural isolation
- Work with the CEO to produce a stakeholder management plan, arranging and attending talks and meetings, and producing a regular e-newsletter to include content, design, delivery and development.
- Provide engaging and informative copy for internal and external communications and to support the CEO in the development of funding bids.
- Proofread and edit internal and external communications on a weekly basis.
- Be responsible for the brand identity of the charity, particularly in external communications, meeting the requirements of national Citizens Advice.
- Work closely with the administrator in the daily operation of the website and social media content, providing analytical insight and supporting on-going development.
- Work collaboratively with colleagues from other local Citizens Advice and national Citizens Advice to widely promote services and campaigns.

1. Research and campaigns

- Work closely with the social policy team to ensure campaign messages effectively reach existing and new internal and external audiences.
- To assist with research and campaigns work by publicising trends and helping produce reports as agreed with the social policy team and CEO, alerting the local social policy team of emerging local and national issues.

2. Other duties and responsibilities

- Support with fundraising activities and events from time to time.
- Abide by health and safety guidelines and share responsibility for own safety and that of colleagues
- Keep up to date with the charity's policies, procedures and have an awareness and understanding of current client issues.

- Carry out any other tasks that may be within the scope of the post to ensure the effective delivery and development of the service.

Person Specification

- 1.** An excellent copy writer, with knowledge of what makes a powerful story, able to demonstrate effective written and spoken communication skills.
- 2.** Ability to build effective relationships with colleagues, partners and stakeholders, including local media and target audiences, in a meaningful way.
- 3.** Can make effective use of IT to design and produce leaflets, posters and newsletters that meet brand specifications and successfully engage the target audience.
- 4.** Can make effective use of IT across all digital platforms to produce compelling reports, prepare statistics, analyse data and trends.
- 5.** Can make good use of strong organisational skills to produce and deliver plans to meet organisational strategies. Effectively monitors progress and shares knowledge with wider team members.
- 6.** Able to engage and inspire others in the aims and principles of Citizens Advice, producing powerful digital and paper-based media assets that will help raise the profile of the charity.
- 7.** Supports the principles of a 'learning organisation' and can use feedback to improve subsequent activities and outputs
- 8.** Ability to prioritise own work, meet deadlines and manage workload.
- 9.** Ability to use IT, including Casebook, to produce evidence which lends support to a PR or client story.
- 10.** Ability to thrive in a busy and dynamic office environment, working flexibly, ensuring work is produced to a high standard and to deadlines.
- 11.** Able and willing to work independently and as part of a team, in particular working closely with the Administrator to keep the website, funding platforms, social media etc up to date and relevant.
- 12.** Possession of a full driving licence and use of a car, or otherwise able to fulfil any travel requirements of the post.