

HASTINGS VOLUNTARY ACTION (HVA)

JOB DESCRIPTION



Job Title:	Communications Officer
Responsible to:	Deputy Director of HVA
Location:	Jackson Hall, Portland Place, Hastings, TN34 1QN
Hours:	25 hours per week, across 4 or 5 days (note: A full time working week at HVA is 37 hours)
Salary:	Starting at NJC new scale point 23 (currently £26,999 for a full time role)
Duration:	Permanent contract, subject to funding and performance
Holidays:	27 days plus bank holidays (pro rata depending on weekly hours)
Pensions:	HVA will match up to 7% of salary in a NEST pension scheme.

OVERALL PURPOSE OF JOB

Hastings Voluntary Action (HVA) is looking for a dynamic, experienced communications professional, who is enthusiastic about the role that charities, community groups and social enterprises play in our town. This is a wide ranging communications role, which will include supporting HVA colleagues and the wider sector to communicate more effectively. This role would suit a proactive individual with excellent communication skills and customer service skills, who is able to keep HVA up-to-date with the ways that people communicate.

MAIN DUTIES

1. Lead on the design and delivery of an effective multi-channel communications and marketing strategy to raise the profile of Hastings Voluntary Action and the wider voluntary sector to key stakeholders.
2. Gather relevant news & information and create appropriate content for all of HVA's communication formats, including HVA's website, social media, video platform, survey platform, local media, fortnightly HVA ebulletin and quarterly HVA newsletters.
3. Support and train HVA colleagues and HVA's member organisations to communicate more effectively and to create appropriate content in their specialist fields.
4. Work with colleagues to build a bank of photos, videos and case studies that showcase the work of HVA, and the work of HVA's member organisations across the voluntary sector in Hastings.
5. Oversee HVA's website, database and mailing lists, and upskill HVA colleagues to use them more effectively. Work with developers to create new functions and features.

6. Be the point of contact for HVA member organisations, to develop HVA's membership offer, to grow HVA's membership and maintain up-to-date records, and to update HVA's online and printed directory.
7. Lead on ensuring HVA remains GDPR compliant, and to handle GDPR questions and complaints, and record any breaches.
8. Support HVA colleagues to maintain and promote HVA 'corporate identity', ensuring it is reflected across print media, digital media, and in reports and promotional displays.
9. Help HVA colleagues to improve their IT skills, and promote ways of working to minimise IT security risks. Explore new technology and new ways of working to ensure that we are communicating efficiently, and are keeping up with the ways that our audiences want to receive our information.
10. Work with other HVA colleagues to explore what local businesses can offer our members, and increase HVA's earned income and chargeable services, while we provide most standard services free at the point of delivery to our members.
11. Gather data and create reports to demonstrate HVA's performance against KPIs and the impact of the wider Voluntary Community and Social Enterprise Sector in Hastings.

General Duties

1. Work collaboratively as part of HVA's staff team towards the aims and objectives of the organisation as a whole, and assist in the absence of other members of staff.
2. Carry out responsibilities and duties within the framework of HVA's policies, including HVA's Equal Opportunities and HVA's Health and Safety Policy.
3. Undertake any other duties as required which are in line with the post.

November 2019

PERSON SPECIFICATION

JOB TITLE: Communications Officer

You will need to demonstrate on the job application form and in the interview process that you have the following experience, skills and attitudes.

SKILLS

Essential

- Excellent communications skills (in person, on the telephone and in writing)
- A confident communicator with the ability to explain complex information to different audiences in appropriate language
- Ability to create written documents of a high standard with attention to detail
- Meticulous organisation with attention to detail and the ability to work in a fast-paced environment, prioritising workload accordingly and working effectively to deadlines
- Competent with Microsoft office 365 word package
- Excellent customer service skills

Desirable

- Competent with Mailchimp or other email platform.
- Working knowledge of using Drupal websites and CiviCRM databases

EXPERIENCE

Desirable

- At least 2 years' experience in a communications or marketing role
- Experience of working the voluntary and community sector
- Experience of developing and implementing a marketing strategy
- Experience of managing a website and database
- Experience of using social media strategically
- Experience of training and coaching people in communication and/or IT issues

ATTITUDES

Essential

- Proactive, self-motivated and innovative, within a structured workplan.
- Team player
- Ability to work with a diverse range of people, some of whom need extra support
- A friendly, positive and non-judgmental attitude to people.
- Awareness of professional boundaries and confidentiality.
- Tact, diplomacy, and assertiveness where appropriate.

OTHER REQUIREMENTS

- Willingness to travel in the Hastings area and occasionally across East Sussex.
- Occasional evening and weekend work may be required.
- Willingness to undertake further relevant learning and professional development.