



COMMUNICATIONS AND PR OFFICER

Kids Inspire, a Chelmsford based children’s charity, require a Communications and PR Officer. The job is outlined as follows:

<u>General Details</u>	
Job Title:	Communications & PR Officer
Normal Place of work:	Kids Inspire Head Office
Contractual terms:	Employed
Contract duration:	Permanent
Hours:	Part time (22.5hrs per week)
Salary:	Band 5 (dependent upon experience)

Job Purpose

The principle role is to create, implement and sustain a Marcoms plan that will focus on promoting the work of Kids Inspire and supporting/raising awareness for its fund raising efforts in the consumer and corporate arenas.

<u>Relationships</u>	
Responsible to:	Fundraising & Communications Manager
Working with:	Fundraising Team Clinical Team Operations Team Other staff/contractors of Kids Inspire
	General Public, local community, private and public sectors, press, online supporters

Key duties:

Communications

- Provide communications and marketing support across all Kids Inspire departments
- Produce and edit materials for external and internal audiences

- Develop promotional materials including a supporters' newsletter, electronic communications, publications and resources
- Review material on a regular basis
- Maintain library system for press cuttings and monitor
- Take the lead on ensuring Kids Inspire's operational readiness for GDPR requirements

Brand

- Ensure consistent branding is used
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials

Digital

- Develop, manage and update content for website
- Maintain social media accounts
- Plan and create multi-media communications materials

Press

- Ensure consistent branding is used including key messaging
- Help maintain and build reputation
- Plan/create multi-media communications material

The successful candidate will have the following knowledge, skills and experience:

- Strong strategic skills
- Excellent experience of digital marketing
- Excellent written and verbal communication skills with the ability to deliver key messages in a variety of ways to different audiences
- Ability to plan, balance and manage competing priorities
- Proactive and creative thinker with the ability to develop and implement ideas with a passion for communications
- Experience of social media platforms and content management
- Experience of producing press releases, articles, newsletters, leaflets and presentations
- Ability to maintain own technical and professional competence whilst sharing and distributing best practice with others
- Advanced Microsoft Office skills including Word, PowerPoint, Excel and Publisher
- Experience of website content management systems
- To actively seek and support volunteers

Desirable:

- Professional qualification in communications and/or marketing such as Master's degree, IoLC accredited diploma, CIPR diploma or IDM diploma.

Requirements and conditions

Kids Inspire reserves the right to alter the content of this job description, after consultation, to reflect changes to the role or services provided, without altering the general character or level of responsibility.

Reasonable adjustments will be considered as required by the Equality Act 2010.

You will be expected to enable travel independently in the course of business and have access to a car or equivalent form of transport to do so.

You will be subject to an enhanced check of criminal records via the Disclosure and Barring Service.

All information concerning clients and staff must be treated as strictly confidential at all times. Breaches of confidentiality will be dealt with under Kids Inspire disciplinary procedure.

The duties described in this job description must be carried out in a manner which promotes equality of opportunity, dignity and due respect as outlined in the Equal Opportunities Policy of Kids Inspire.

You will be subject to the processes and procedures of Kids Inspire with respect to, but not limited to: performance management, data protection, safeguarding and reporting.

Closing date: 5pm 12 November 2017

Interviews to be held: 16 November 2017, Kids Inspire Main Office, Chelmsford.