

The Job

Job Title Communications Officer

Responsible to: Fundraising Manager

Salary: £22,000 - £25,000 per annum
Employer pension contributions of 3%
Fixed term contract - 1 year

Location: Penygraig, South Wales, with some home working

Hours: Full-time - 37 hours a week

As a family-friendly organisation, we recognise that obligations outside work are important and that balancing work and family commitments can sometimes be a challenge. We offer a range of flexible working opportunities.

Annual leave entitlement: 25 days annual leave plus bank holidays

Please note that applications submitted without a cover letter will not be considered for the role.

Introduction

In the communities where we work, Valleys Kids helps people to achieve extraordinary things and we want to make sure as many people as possible know about what we offer and have a chance to be a part of it.

To date, we have not had a position that has managed how we communicate with the wider world and this role is an exciting opportunity to co-ordinate Valleys Kids' communications to ensure we speak with a clear voice while retaining the distinctiveness that is such an important part of our identity.

As Communications Officer, you will be responsible for working with the Director of Business and Finance, Fundraising Manager and our Community & Family Hub Teams and social enterprises to co-develop and coordinate delivery of the Valleys Kids' communications plan.

This plan will inform interactions with a wide range of stakeholders including people who access our services, current and potential donors and public and private bodies that have an interest in our work, as well as promoting our Valleys Kids to the wider public.

It will incorporate email, digital and print campaigns, working with press and media, identifying and testing new digital opportunities and ensuring the Valleys Kids website is engaging, accessible and up to date.

This is an exciting opportunity for someone with drive, skills and experience to take forward the organisation's communication strategy, ensure our communications represent the vibrancy of our organisation and tell the world about what we do.

Duties and responsibilities

- Work with people across the organisation to develop a strategy which co-ordinates and streamlines our communications while ensuring they cover the breadth of our work and engagement.
- Review existing communications channels and how these might be better aligned to ensure consistency in brand and messaging.
- Use data to analyse our beneficiaries and audiences with a view to increasing awareness of our work and securing greater commercial and fundraised income.
- Create and co-ordinate the distribution of communications, digitally and through print, to a variety of different audiences including people who use our services, current and potential donors, public bodies and the general public.
- Co-ordinate Valleys Kids' social media presence to ensure consistency of messaging across projects as well as directly managing content and responding to queries where necessary.
- Create and maintain contacts database.
- Work with the Fundraising Manager to develop and promote fundraising campaigns and initiatives to our contacts to recruit more donors.
- Work with the Fundraising Manager to steward and retain existing supporters of Valleys Kids including creating and sending updates and newsletters and contributing to reports.

- Write press releases and work with the media to secure and manage coverage of Valleys Kids.
- Undertake campaign evaluations, providing reports on digital engagement, learnings, and recommendations to improve future performance.
- Work with colleagues to ensure that all communications activity adheres to GDPR Regulations, the Code of Fundraising Practice and our Privacy Policy and Welsh Language Policy.
- Undertake any other duties as required by the Fundraising Manager, Director of Business and Finance and CEO.

The Person

Skills and Attributes:

It is essential for you to have the following skills and attributes:

- Excellent writing and skills.
- A creative approach to content and engagement in print and digitally.
- Knowledge of social media tools, including scheduling, posting, reporting and analytics.
- Knowledge of website content management systems and social media tools, including scheduling, posting, reporting and analytics.
- Knowledge of design and image editing packages.
- Highly organised approach to work and planning. Resourceful and able to work on own initiative
- Ability to work cooperatively and effectively with others to set goals and resolve problems.
- Ability to work outside of normal office hours to monitor social media activity.
We work on a time off in lieu basis.

Desirable:

- Ability to communicate in Welsh
- Experience of gathering, managing and analysing data.
- Experience of fundraising.

The Information

- Application Form** Forms can be requested from and should be returned to Lynfa@valleyskids.org or **Lynfa Hull, Office Manager, Valleys Kids, 1 Cross Street, Penygraig, Tonypany, CF40 1LD.**
- Closing Date** The closing date for completed application forms will be **11.59am on Friday the 28th January 2022.**
Please include a telephone number where you can be contacted (either daytime or evening as preferred).

Please note that applications submitted without a cover letter will not be considered for the role.
- Interviews** Interviews will be held in person, or via zoom, dependent on Government guidelines, on Friday 4th February.
- Further Information** If you need more information or would like to discuss any aspect of the job before your application please telephone on 01443 420870 to speak to Lynne Thomas.

OUTLINE TERMS AND CONDITIONS

- Salary** The salary is £ 22,000 - £25,000.
- Hours** 37 hours a week. To be worked flexibly over the week including evening and weekends.
- Holidays** There are 25 working days pro rata per year plus statutory holidays.
- Probationary Period** There is a six-month probationary period during which time there will be one month's notice period.
- Notice Period** For the first two years of employment staff are entitled to one months notice and after two years employment entitlement is two months notice.
- Location** Penygraig, South Wales, with some home working.
- Other benefits** Valleys Kids is an exciting place to work. It is a small organisation committed to the area and people of South Wales.

The organisation also offers flexibility in the way staff work.