

VAL Jobs

Communications Development Officer

Getting Ready for Employment and Training (GREAT) Project

Job description

Job purpose:	You will support the delivery of the GREAT Project by developing and maintaining the project's brand, website, digital communications and leading the development of all communications products. 21 Hours per week
Responsible to:	Marketing & Communications Team Manager

1.	Main aims of the role
	<ul style="list-style-type: none"> ▪ Create, manage and distribute high quality content and products for all channels which will inspire families to get involved in the project ▪ Raise the profile of the project and VAL by securing press coverage in relevant outlets ▪ Ensure a consistent brand and identity is maintained and support colleagues to ensure quality communications ▪ Work closely with colleagues in the Marketing and Communications Team to produce excellent communications and maintain the project's websites ▪ Promote equality and diversity within the projects and all VAL services by ensuring that communications are accessible to our service-users ▪ Support the overall communications objectives of VAL

2. Main activities and responsibilities of the role to deliver the aims

- Collaborate with staff across the project and VAL to develop outstanding content
- Work closely with project staff and VAL communications team to develop print products to support programme delivery
- Ensure that all funder branding and communications guidelines are followed
- Work with VAL web developers to develop and maintain websites for the project
- Collate, develop and manage content for the project websites and ensure the websites are kept up to date
- Collate, develop and manage content for email marketing
- Manage social media presence with engaging daily content
- Organise and support the delivery of project events
- Collaborate with project partners, young people and families in the programme to ensure materials are appropriate for project audiences
- Monitor the publicity compliance of partners, advising them of updates, changes and improvement
- Identify, follow up and develop case studies for PR and engagement

3. Supporting the development of VAL and its people

- Be an effective ambassador and representative for VAL and the service.
- Participate positively in the development of plans, projects, performance management and VAL organisational development.
- Maintain data, statistics and information on the project's work and to produce regular monitoring and promotion reports.
- Actively participate in learning opportunities, including mentoring and peer learning to share and gain skills across VAL and keep up to date with relevant changes in policy and practice.
- Build and maintain effective relationships with colleagues including working collaboratively across VAL.
- Be accountable to VAL and colleagues for your actions, actively supporting VAL's values
- Ensure the health and safety of VAL staff, volunteers and service users.
- Encourage and promote equality and diversity inside and outside of VAL.
- Carry out evening and weekend work as required.
- Undertake any other reasonable duties in line with the aims of the post

Person specification

The person specification sets out the essential qualities that we are seeking for this post. Please ensure that your application demonstrates how you meet the criteria. You may include paid and voluntary work or other relevant life experience.

Understanding of the families and employment support	<ul style="list-style-type: none"> Understanding the issues of families who are furthest from the labour market (desirable) Experience of working with families (desirable) A commitment to ensuring fair access to high quality employment and training support
Specific expertise for the role	<ul style="list-style-type: none"> Excellent copy writing skills Experience of creating print materials and handling the editorial process Content management experience Experience of working on communications or marketing campaigns Experience of media relations activity including building relationships with media outlets, writing press releases and responding to enquiries Experience of developing and managing Social Media content and campaigns Experience of developing and managing websites or willingness to learn Experience of developing an understanding of target audiences
Project management and organizational skills	<ul style="list-style-type: none"> Experience of managing multiple conflicting tasks and hitting tight deadlines Personal responsibility and a proactive approach to planning
Managing, supporting and working alongside people	<ul style="list-style-type: none"> The ability to work on own initiative as well as collaboratively with colleagues to develop content, manage campaigns and ensure high editorial standards are achieved across the project
Performance Management	<ul style="list-style-type: none"> Experience of using performance management of service delivery including monitoring and evaluation and the ability to develop, interpret and analyse online data collection mechanisms.
Equality and diversity	<ul style="list-style-type: none"> Encouraging and promoting equality and diversity in the delivery of services and experience of working effectively with people from a range of backgrounds.
Approach to work	<ul style="list-style-type: none"> A positive “can do” approach, the ability to be innovative, and flexibility to meet the demands of a changing environment
Presentation skills and verbal communication	<ul style="list-style-type: none"> Excellent verbal communication skills with a diverse range of people in a variety of situations
Written communication and developing information resources	<ul style="list-style-type: none"> Excellent writing and editing skills for a variety of audiences Experience of writing for the web Experience of translating complex information into clear and engaging materials The ability to write for multiple platforms and channels

ICT skills	<ul style="list-style-type: none"> ▪ Proficient in ICT packages, word processing, email, internet use, spreadsheets, databases and digital communications platforms ▪ Experience with Photoshop, InDesign and other related software (desirable)
Continuing professional development	<ul style="list-style-type: none"> ▪ There are no specific qualifications for this role, but evidence of continual development of knowledge and skills is required.
Hours of working	<ul style="list-style-type: none"> ▪ Able to work some evenings and occasionally at weekends
Travel	<ul style="list-style-type: none"> ▪ Ability to travel occasionally within the city, county and nationally

This does not form part of your contract of employment – February 2020