



Job Description and Person Specification Communications Officer

POST: Communications Officer

LOCATION: Keighley/Sheffield/Doncaster

GRADE: 4; Salary: £28,266 (FTE) £14,133 (Actual)

HOURS: Part time 17.5 hours

CONTRACT: Fixed-term (6 months)

Purpose of the Job:

To develop and deploy a comprehensive Communications Strategy for Project 6 that increases the effectiveness of our voice, reach, profile, and reputation

Duties

- To work with the Deputy Director of Digital and Communications to develop a communications strategy both internal and external with a complimentary delivery plan.
- To maintain and develop Project 6 owned websites and lead on our effective use of social media
- To create and maintain a bank of content of different media to enable Project 6 to effectively engage with stakeholders and people who use our services.
- To generate visual, audio, and written content for use across all our digital channels
- Create engaging content for newsletters, websites, social media, and printed materials
- Manage and grow the charity's social media presence across key platforms
- To help ensure a consistent Project 6 brand and voice is used in communications across the organisation
- To improve the accessibility of the organisation's communications across all channels
- Ensure all communications are accurate, inclusive, and aligned with Project 6's brand and values
- Monitor performance and produce basic reports on engagement and reach



Job Description and Person Specification

Communications Officer

PERSON SPECIFICATION

Listed below are the knowledge, experience skills and values you'll need to do this job, we will assess these through your application or through tests or interviews after shortlisting.

Knowledge	Method
A relevant degree, equivalent qualification, or significant equivalent experience	Application
Practical knowledge of the challenges facing people who have difficulties relating to drug or alcohol use	Application Assessment
Experience	
At least 2 years' experience of leading communications activity in a relevant organisation	Application
Of using social media and the web to effectively communicate with external stakeholders and customers or service users.	Application And Assessment
Writing communications for a range of audiences and purposes	Application
Skills	
Ability to translate key messages into effective digital content	Assessment
Familiarity with appropriate digital analytical tools	Application And Assessment
Values	
A firm belief that all people matter	Assessment
An evidenced belief that everyone can change	Assessment
A track record of delivering on your commitments	Assessment
A personal commitment to equality, diversity, and Inclusion	Assessment