



st george's

Information Sheet
Communications Officer
Closing Date 5th February 2021 at 5:00pm

St George's Lupset, known locally as St George's Community Centre is a registered charity and community enterprise, providing services to the residents of Lupset and West Wakefield. These include:

- Four Childcare settings, (two in Lupset and two others in Eastmoor and Sandal)
- Young Peoples Service
- Training and Employability service
- Health and Wellbeing Activities

Post Available

This is an exciting opportunity for a passionate Communications Officer to join our dedicated team and help us to reach out to the local community.

In a recent consultation they told us that they were feeling 'anxious, terrified, sad, stressful, paranoid, lonely and worried about the future' as a result of the Coronavirus Pandemic.

We need your expertise to develop and implement a strategic communications and marketing plan that promotes the services and activities delivered by St George's and ensures our partners, funders and most importantly the community are aware of St George's offer.

Salary: Provisional Band D1/D2 subject to Job Evaluation £20015 to £26,000 and dependant on qualifications and experience. (pro rata)

Hours: 18.5 hours per week, to start as soon as possible. Initially funded for 12 months, it is our intention subject to funding to make this a permanent post.

Why work for St George's? We offer the following:

- Good rates of pay with the opportunity for an annual increase based on performance.
- Pension Scheme - employer contribution up to 5%.
- Generous holiday entitlement of 26 days plus bank holidays.
- Training opportunities to support an individual's training and development plan.
- A supportive and caring environment.
- Six-month induction and mentoring support.

How to Apply

We usually have a three-stage application process made up of a formal application, working interviews, and formal interviews. These three stages help us to assess your skills, abilities and knowledge and help you to get to know our organisation and job requirements. If you are unsuccessful at any stage of your application, you will be informed and given feedback if you require it.

1. Application Form

In the first instance, please complete the application form detailing how you meet the criteria on the Person Specification. Please read these carefully and be sure to demonstrate in your application form how you meet the essential criteria by providing examples of previous experience or knowledge. Please send the application form to Tracy Scholey, St George's Community Centre, Broadway, Lupset, Wakefield WF2 8AA or email to recruitment@stgeorgeslupset.org.uk. Once we have received your application form it will be assessed against the Person Specification contained in the Job Description.

2. Working Interviews – This will not take place given the current situation with Coronavirus.

3. Interviews - This will take place online given the current situation with Coronavirus

If you are successful at stage 1 you will be invited to attend an interview online where you will be asked a number of questions by a small panel and asked to deliver a task related to the post. You will then have the opportunity to ask questions of the panel.

Safeguarding Statement

- St George's Lupset Ltd (St George's) is committed to safeguarding and promoting the well-being of all children, young people and vulnerable adults and protecting them from harm.
- St George's recognises that children, young people, and adults can be vulnerable and rely on the support of adults and the wider community to help them reach their full potential.
- St George's respects all people irrespective of gender, sexuality, race, culture, religion, or economic status and believes that they have the right to feel safe in an environment where they are free from exploitation and fear.
- This commitment is shared by trustees, staff, students, and volunteers working at or with St George's.



Job Description

Post Title: Communications Officer	Reporting to: CEO
Responsible for: Volunteers	Location: St George's Community Centre, Lupset
Grade: Provisional Band D1/D2 subject to Job Evaluation £20,015 to £26,000	Post Reference No:

A. Objectives of Role

- 1. **Develop and implement a strategic communication and marketing plan** and support staff and volunteers in its use.
- 2. **To promote the services and activities delivered by St George's** using a wide range of communication and engagement methods to ensure our partners, funders and the community are aware of St George's offer.
- 3. **To provide monitoring information and reports** which celebrates and promotes St George's achievements.
- 4. **To engage with all stakeholders and ensure that their voice is heard** and influences the work of St George's.

B. Main Duties and Responsibilities

- 1. **Develop and implement a strategic communication and marketing plan**
 - 1.1. Develop and deliver a Communications and Marketing Plan to promote the work of all areas of St George's and to enable a strong and inclusive voice for all stakeholders in the communities in which we work.
 - 1.2. Ensure the organisation's communications and marketing activities support a focus on impact and outcomes for local people.
 - 1.3. Liaise with all relevant stakeholders to ensure St George's communications complement other communications strategies and approaches.
 - 1.4. Act as the first point of contact for media enquiries and provide advice and information to the CEO, as necessary.
- 2. **To promote the services and activities delivered by St George's Lupset**
 - 2.1. Ensure we are excellent in our provision of publicity materials and information is accessible to all ages and groups including easy read formats.
 - 2.2. Ensure internal and external communications are compliant with St George's branding and messaging guidelines.
 - 2.3. Work with and support St George's staff to maximise communications and marketing opportunities.
 - 2.4. Manage the organisations website and all social media platforms and support staff and volunteers to use them effectively.
- 3. **To provide monitoring information and reports**
 - 3.1. Develop and maintain a system for recording relevant media coverage and other public references to St George's.
 - 3.2. Monitor the effectiveness of marketing materials and campaigns to support improvements in the communications and marketing plan.
 - 3.3. Provide monitoring information and reports as required, in relation to any funders, commissions or contracts that contribute to performance management and responsibilities.
 - 3.4. Systematically gather information which demonstrates George's impact in line with its charitable aims.

4. To engage with all stakeholders and ensure that their voice is heard

- 4.1. Offer support to staff and Trustees with consultations and evaluations aimed at seeking feedback on service delivery and development.
- 4.2. Liaise with the community and other organisations to identify local needs and trends.
- 4.3. Continuously develop your own knowledge, skills and competencies relating to communications and engagement.

5. General duties - Safety, Equality & Diversity, Quality and Safeguarding

- 5.1. To work collaboratively with other staff at St George’s Lupset ensure that planning for the whole company is cohesive, promotes intra-departmental partnerships and meets the wider aims of St George’s.
- 5.2. To be responsible for health and safety of self, staff, and service users within service area.
- 5.3. To comply with data protection regulations and information sharing systems.
- 5.4. To maintain safeguarding standards in all aspects of work with colleagues, volunteers and community members.
- 5.5. To attend organisation meetings as and when required, to present, give information and update on your area of responsibility.

C. Scope of Responsibility

C1 Responsibility for Supervision, Direction of Employees

There will be no responsibility for other staff but there would be an expectation to give guidance and support to volunteers, apprentices, people on work experience and trainees, as necessary.

C2 Responsibility for Physical Resources

Responsible for all digital content on all online platforms and website.
Regularly produces written reports as required by Trustees, funders or colleagues.

C3 Responsibility for Budgets

No direct budget responsibility but required to provide guidance to all budget holders in relation to marketing budgets for individual services and the organisation as a whole.
Occasional use of petty cash in line with Financial Procedures.

C4 Level of Contacts, Customers and Clients

Regular contact with Managers, service users and the general public.
Occasional contact with volunteers.
Regular contact with outside agencies and partners.

C5 Levels of Independence and Initiative

Works independently to deliver the outcomes of the strategic communications plan.
Some decisions would require the agreement of Line Manager, Project Managers or Board.

C5 Working Conditions and demands

Normal office environment with some home working subject to approval.
Occasionally will be expected to work outdoors.
Very occasional work outside of normal working hours.
On occasion required to travel to and work at different locations.

Personal Qualities	Person Specification	How Identified
Education and Training	<ul style="list-style-type: none"> 1. Relevant degree or equivalent qualification in a related area (D) 2. Training in IT – software, website design and social media (D) 3. Evidence of ongoing personal development and training related to the role (E) 	<ul style="list-style-type: none"> 1. Application form/Certificate 2. Application form/Certificate 3. Application form/Certificate

Knowledge and Skills	<p>4. General design skills using Microsoft Office packages and/or DTP applications (E)</p> <p>5. Competence in IT skills and internet use (E)</p> <p>6. Able to present complex information in a format that is easy to understand (E)</p> <p>7. Effective listening, facilitating, and liaison skills (E)</p> <p>8. Confident communicator including verbal, written and presentation skills (E)</p>	<p>4. Application form/Interview</p> <p>5. Application form/Interview</p> <p>6. Application form/Interview/Presentation</p> <p>7. Application form/Reference</p> <p>8. Application Form/Presentation/reference</p>
Relevant Experience	<p>9. Experience (paid or voluntary) of working within marketing or comms environments (D)</p> <p>10. Experience of working/volunteering within the third/charity sector (D)</p> <p>11. Experience of working within a community-based environment (D)</p> <p>12. Experience of developing and delivering a communications plan (D)</p> <p>13. Experience of providing publicity materials and information in an accessible way (E)</p> <p>14. Experience of developing and managing websites and social media platforms (D)</p>	<p>9. Application form/Interview</p> <p>10. Application/Interview/reference</p> <p>11. Application form/Interview</p> <p>12. Application form/Interview/Presentation</p> <p>13. Application form/Interview/Presentation</p> <p>14. Application form/Interview</p>
Approach to Work	<p>15. Strong interpersonal skills with an ability to build and maintain relationships based on trust and respect (E)</p> <p>16. Confidence, adaptability, and resilience with an ability to respond flexibly to the needs of local people (E)</p> <p>17. Willingness to work with different communities and move easily between locations (E)</p> <p>18. Team worker and supportive to the needs of the colleagues (E)</p> <p>19. Good planning and organisational skills, including ability to prioritise workload (E)</p>	<p>15. Application form/Interview/Reference</p> <p>16. Application form/Interview/Reference</p> <p>17. Application form/Interview</p> <p>18. Interview/Reference</p> <p>19. Reference</p>
Attitudes	<p>20. A willingness to undertake further training as appropriate and to adopt new procedures as and when required (E)</p> <p>21. Appreciation of the role of volunteers working alongside professionals (E)</p> <p>22. Committed to Diversity, Equality and Social Inclusion and respect the values of St George's (E)</p> <p><i>It matters to us that we provide a safe and healthy environment free from exploitation and fear.</i></p> <p><i>Respect for all - Encouraging and Motivating.</i></p> <p><i>Committed to Making a difference - Passionate about our work.</i></p>	<p>20. Application form/Interview/reference</p> <p>21. Application form/Interview/reference</p> <p>22. Application form/Interview/reference</p>