

Job Description

Job Title	Communications Officer
Salary	£20,000 pro rata. 16 Hours per week Approx. £8,550 Gross pa. Plus, travel expenses. 2-year fixed term contract; possible extension if funded.
Place of work	Based Lemington Community Centre, & work throughout the northeast region.
Report to	Useful Vision Team Leader

Main Purpose of the Job

Support the team with the delivery of accessible activities for visually impaired children. Write, edit, co-ordinate and publish marketing content across various channels. Plan and implement communications and marketing campaigns raising awareness and funds.

Main Duties and Responsibilities

1.	<p>Accessible Activities & Information</p> <ul style="list-style-type: none"> • Support the Activities Coordinator, running activities for visually impaired children. • Listen and learn from families – use information appropriately in marketing and team feedback. • Photography for marketing, in line with safeguarding policies. • Evaluate the need for information support and research resources to share with families and staff.
2.	<p>Digital</p> <ul style="list-style-type: none"> • Social media marketing - developing a distinct online presence, attracting high numbers of followers via; Facebook, Twitter, YouTube, Instagram and LinkedIn. Including accessible notations. • Manage and update UV website content. Including using and storing photographs appropriately. • Research online media opportunities – blogs etc. Share appropriate information with parents and carers.
3.	<p>Communications.</p> <ul style="list-style-type: none"> • To key groups; Press, funders, staff, volunteers & UV families. • Produce, edit and distribute materials, dealing sensitively with those whose personal experiences might be featured. • Provide creative, and editorial support for projects; report on progress, reviewing material based on feedback. • Attend information days, and events as required to recruit volunteers, register families and share information. • Boost & sustain our fundraising success; corporate sponsorship, grants, donations.

4.	<p>Press</p> <ul style="list-style-type: none"> • Field enquiries from stakeholders; journalists, politicians & service users. • Create press releases identifying newsworthy content from our activities. • Build relationships with journalists to promote the charity and its work. • Work sensitively with families to tell their stories in an appropriate way.
5.	<p>Brand</p> <ul style="list-style-type: none"> • Act as a brand champion; Ensure consistent branding across the charity, working with colleagues. • Help maintain and build reputation. • Maintain library system for press cuttings, monitor cuttings and report.
6.	<ul style="list-style-type: none"> • Learn and adhere to all Useful Vision policies, including Safeguarding, Health and Safety & Equality & Diversity.
Special Features	
Essential Requirements.	<ul style="list-style-type: none"> • Excellent communication skills; written and verbal. • Comprehensive IT skills as required for the post. • Good knowledge of GDPR • Must be able to work a minimum of 1 weekend day a month, occasional after school hours, and evenings. • Excellent organisational skills, working to deadlines and attention to detail. • Good interpersonal and teamwork skills. • Ability to record, monitor and evaluate your work. • Good creative design skills. • Competent Photographer. • Relevant Degree or equivalent education or work experience. • Experience of working with disabled people. • Full Driving licence or ability to travel around the region independently.
Desirable	<ul style="list-style-type: none"> • Proven track record in a PR or marketing role, understanding corporate branding. • Experience of working in Print or Media broadcast • Experience of the needs of disabled children • Experience of the needs of visually impaired people.

**This position is subject to an enhanced DBS check.
Email application with covering letter and CV to
Trustee Rebecca Wilson.
At rebeccawilson@usefulvision.org.uk**

CLOSING DATE 22nd October 2021