

Job Description

Job Title	Communications Officer
Salary	£22,000 pro rata. 16 hrs per week (approx. £9,386 gross) Plus, travel expenses and pension.
Place of Work	Based at Lemington Community Centre, with some work throughout the north east region.
Report to	Managing Trustee
Main Purpose of the Job	
Develop and deliver Useful Vision communications and marketing across website, social media, publishing, and face to face events. Support the delivery of our projects and services through developing engaging and targeted content, ensuring it is in line with the aims and ethos of the charity and accessibility standards.	
Main Duties and Responsibilities	
1	Digital <ul style="list-style-type: none"> • Consolidate and develop our online presence, delivering high quality and relevant content, demonstrating genuine engagement via; Facebook & Instagram. Using Alt text, and accessible formats. • Promote links with our Patrons, sharing news and content • Encourage public awareness of funders, corporate sponsorship, grants and donations. • Promote Volunteer recruitment. • Manage and update UV website content; news stories, updating photos, testimonials, researching content for the resources page. • Competent photographer, and photo editor.
2	Communications <ul style="list-style-type: none"> • Deliver a high standard of written material across all communications, with attention to detail. • Maintain and develop an image library for use in all communications. • Produce, communication materials for families, including our bi-monthly invitation booklet, on time with all content correct. • Ensure consistent branding across the charity. • Coordinate content and production of materials and branding for information days, marketing events, and key events. • Make links with other organisations identifying opportunities for promoting Useful Vision, and volunteering recruitment. • Create press releases identifying newsworthy content. Build relationships with journalists, promoting UV. Work sensitively with families to tell their stories in an appropriate way. • Attend information days to promote the charity to families, volunteers and funders.

Person Specification		
	Essential	Desirable
Qualifications	Degree or other equivalent education or work experience.	Marketing, PR, or Social Media education qualification.
Experience	Experience using Adobe InDesign, Photoshop and WordPress. Proven record of accomplishment of working in a communications role.	Understanding or experience of visual impairment. Safeguarding. Understanding of GDPR.
Skills	Excellent time management, and organisational skills. Creative design skills. Competent photographer. Excellent written and verbal communication skills, with attention to detail.	Research skills – experience of researching provisions and services for a particular group.

This position is subject to an enhanced DBS check.

Email application with covering letter and CV to rebeccawilson@usefulvision.org.uk

Closing date 30th June 2023