

SUSSEX COMMUNITY DEVELOPMENT ASSOCIATION

Job Description:

Community Development & Digital Engagement Coordinator

Reporting to: Community Development & Health Programme Manager

Work pattern: 25 hours per week (to be worked somewhat flexibly to meet imposed deadlines) – permanent contract, based at Cavendish House offices and DICC, Newhaven.

Salary: £26,232 - £31,349 per annum pro rata dependant on skills & experience (upper levels awarded for significant previous experience)



The Organisation

SCDA was founded in 1997. Its primary purpose is the development of sustainable community-based regeneration initiatives addressing the economic, environmental, and cultural and community needs, and particularly addressing the needs of people with complex challenges in the community.

SCDA now runs a range of projects and services aimed at supporting community involvement across East Sussex. Funding has been secured from a range of sources including Lottery Community Fund and charitable trusts as well as contracts to deliver services and run projects across East Sussex, including from the DWP, ESCC & Home Office.

To support its core activities SCDA also runs a number of Social Enterprises. These include Denton Island Nursery, rated as 'Good' by Ofsted, and two charity retail shops.

For further reading and information regarding SCDA's Vision please visit:

<https://sussexcommunity.org.uk/wp-content/uploads/2023/03/Our-Vision.pdf>

There are 12 main service areas grouped under 3 broad headings:

Employability – supporting unemployed people across East Sussex, specialising in those who find it hardest to find and sustain paid work.

Community Advice & Wellbeing – delivering a variety of services aimed at promoting inclusion for people from culturally diverse communities; facilitating new work into tackling loneliness & social isolation; offering mental health support via a range of counselling services, support for those bereaved by or at risk of suicide, and offering access to a range of specialist advice provision through partners.

Community Development & Health – including Youth activity provision locally; delivering a range of services around emergency and community food & food security; green and open spaces; promoting physical activity and mental health; raising the profile of communities in which we work through regular community events; offering Family Learning and Inclusion activities for parents and carers of Under 5's and those aged 5-11 years old.

SCDA has a strong track record in partnership working and in the quality of service delivery to meet the complex challenges experienced by many people within in the community, and helping make a difference.

The context of the job

The organisation currently employs circa 70 employees across premises in Newhaven, Eastbourne & Hastings. SCDA values teamwork and supporting colleagues and expects all members of staff to demonstrate flexibility within their specified job role, and offer support to other team members as and when required.

From time to time the post holder may be required to work outside of normal office hours to meet service user, volunteer and community needs, and to assist with and support community interest or other network events. Additional remuneration is not applicable, as time off in lieu may be granted in accordance with the policy, or preferably work pattern flexed in the week before or after such events occur.

The Project & its Purpose

Lewes District Community Action Network (LD CAN), is delivered by SCDA and funded by ESCC, and sets out to support community & VCSE groups in Lewes District to grow stronger, work together, and make a bigger impact.

We offer practical help such as training, small grants, and advice to help groups run well and stay resilient. We support leaders - especially from underrepresented communities - to have a voice in local decisions and shape a fairer future. We bring people and organisations together to share ideas, build partnerships, and support each other through challenges. We also promote volunteering as a powerful way for people to connect, contribute, and make a difference in their communities.

Job Purpose

The purpose of the role of the Community Development & Digital Engagement Coordinator is to work with Lewes District VCSE organisations ensuring effective communications and promotion of local and neighbourhood VCSE activity, communications between local VCSE groups and promotion of Lewes District CAN activities and shared learning opportunities. This will include developing and regularly updating Lewes District Community Action Network (CAN) pages on the SCDA website, promoting training opportunities, advising of resources and other Lewes District VCSE news.

With responsibility for regular creation of engaging content for both digital and traditional communications channels, newsletter production and monitoring the impact of the associated comms for the programme, this role works closely with the line manager to create and implement an overall communications plan for Lewes District CAN.

The post holder will also manage training bookings and venues for training and network events, as well as work with the community development team and local community organisations to help coordinate & deliver events as needed.

Main Tasks

Digital Engagement & Comms:

- Website and e-marketing:
 - Maintain & update SCDA website pages for LD CAN as appropriate with information, training courses, resources and other messages, ensuring it is updated regularly and old information removed
 - Monitor, track and report on engagement metrics to inform strategy
 - Create compelling and accessible content & resources, and use tools and templates
 - Regular production and sending of newsletters (using Mail chimp or equivalent)
 - Work with Programme Manager to develop and implement a comms plan for LD CAN which supports the delivery of effective and engaging local communications and the development of sustainable community VCSE activity

Community Development duties:

- Work as an active member of the Community Development & Health Team and the Lewes District CAN delivery team
- Assist with general administrative tasks such as managing training bookings, venues for training and network events
- Some community engagement work e.g. attending relevant networks, helping to run events with the team and working with the membership of Lewes District Community Action Network
- Lead on completion of appropriate media consent forms and permissions for photo consent
- Take photos at events and training sessions, and upload these to social platforms to encourage wide participation & advertise the project

- Gather good news and delivery stories about community activity including volunteering in Lewes District (not just SCDA) and share across various media to raise profile of LD CAN & SCDA.
- Through the coordination of effective and engaging communications promote community group engagement in and support for the Community Action Network and access to training and development. This may include a range of specific focus group activities and communications as well as the promotion of the overall Community Action Network
- Ensuring maintenance with the team of up to date membership and circulation segmented lists.

Other:

- Any other duties commensurate with the role and level of responsibility and to ensure a quality service is provided.

EQUAL OPPORTUNITIES

Sussex Community Development Association is working towards equality and has policies relating to the equality of opportunity in employment and service delivery. All staff are expected to comply with these policies.

HEALTH AND SAFETY

All staff have responsibility to maintain the health and safety of themselves and others within the performance of their duties in accordance with SCDA health and safety policies and to undertake specific health and safety responsibilities as necessary.

This job description will be reviewed from time to time or as necessary and may be amended to meet the changing needs of the organisation. It will also be used as the basis for the determination of objectives and the content is subject to annual review.

Signed by post holder:.....Dated:.....

Person Specification

Qualifications:

Essential

- Relevant business or professional qualifications or experience that demonstrates competency

Desirable

- Academic qualification e.g. degree
- Digital content creation and/ or track record of marketing and promotions skills/experience

Experience:

- Experience working in the community and VCSE sector
- Knowledge and working understanding of what community groups need to thrive and be sustainable
- High level writing skills and strong face-to-face engagement
- Experience of writing engaging community-facing content
- Experience in developing and sustaining newsletter content and distribution
- Experience of creating resources, workbooks, tools, templates, toolkits
- Experience of working with databases and mailing lists
- Experience of social media platforms and emerging use of AI in marketing and promotions work.

Skills, Abilities and Knowledge:

- Excellent organisational and workload management skills
- Excellent communication skills, including high standards of written communication, grammar and spelling
- Understanding and experience of effective community development and community development approaches
- Ability to manage multiple deadlines and priorities for a range of stakeholders
- Advanced Microsoft Office skills
- Knowledge and use of social media platforms
- High level of accuracy and attention to detail
- An understanding of the principles of and commitment to providing a high level of Customer Service.

Essential personal qualities:

- Appropriate soft skills including tact, firmness and personal credibility
- Ability to express views clearly and concisely
- Approachable and open to working with a wide range of people
- Commitment to team working yet ability to work with minimal supervision
- Commitment to quality
- Understanding of and personal commitment to implementing anti-discriminatory practice

Circumstances:

- To be able to travel around the East Sussex area easily and economically
- Willing to undergo health and DBS checks as required.