

SUSSEX COMMUNITY DEVELOPMENT ASSOCIATION

Job Description:

SCDA Communications Officer

Reporting to: CEO

Work pattern: 22.5 hours / 3 days per week (to be worked somewhat flexibly to meet imposed deadlines) - permanent, based at Cavendish House, Newhaven.

Salary range: £27,291 - £31,349 per annum, pro rata (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 experiencing 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, East Sussex County Council (ESCC) & Home Office.

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

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:

Health and Wellbeing – delivering counselling and suicide support and prevention through Sussex Community Counselling; delivering activities to develop active travel, environmental awareness and strengthen community resilience to the impacts of climate change; deliver activities which address the wider determinants of health and wellbeing and address health inequalities; build stewardship of actions to address loneliness and social isolation.

Vibrant Communities – developing community infrastructure and coordinating activity to identify community needs; delivering activities to support families and family learning for partners and carers of children under 8; creating vibrant community hubs as community resources; supporting an active Young People's voice in the development and delivery of services and the delivery of activities supporting local young people.

Money, Housing and Jobs – supporting unemployed people across East Sussex, specialising in those who find it hardest to find and sustain paid work; supporting access to advice, information and signposting including specialist free, impartial, quality assured, confidential specialist advice; promoting food security and access to healthy, affordable food choices; supporting community wealth building through social enterprise.

SCDA has a strong track record in partnership working and in the quality of service delivery to meet the needs of people experiencing complex challenges: supporting people and communities to thrive.

The context of the job

The organisation currently employs approximately 70 employees and delivers projects services and activities across East Sussex. One of SCDA's Core Values is teamwork & supporting colleagues and we therefore expect 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 requirements of the role may entail the post holder working out of normal office hours. 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.

Job Purpose

The purpose of the role of SCDA Communications Officer is to:

- maintain SCDA brand and identity across all services and projects,
- be the brand ambassador internally alongside other project Communications officers, holding oversight and updating the SCDA website,
- manage the corporate brands and their application,
- oversee internal standardisation,
- collate and distribute engaging and informative internal communications to employees, volunteers, Board and Patrons including the quarterly and annual summary KPI report to the SCDA 3 year Vision
- build and maximise the impacts of SCDA external and digital communications and raise SCDA external profile through a range of communication channels whilst ensuring clear and engaging content and consistency of messaging which promotes SCDA service delivery, values, impacts and stories, including the printed annual report
- deal with the media
- Act as SCDA's Data Protection Officer, and have oversight of information requests coming into the dataprotectionofficer@sussexcommunity.org.uk inbox.

With responsibility for content creation and ensuring SCDA web content is up to date, this role manages the corporate brand and ensures and maximises correct usage through internal standardisation and processes, promoting external promotion and profile.

The post holder will support shared understanding of delivery to SCDA Vision and values through the collation and distribution of internal and external communications using a range of appropriate media channels and platforms.

Main Tasks

Key responsibilities

External Marketing and Communications:

- Website and e-communications:
 - Maintain website for SCDA as appropriate with corporate presentation of information and messages, ensuring it is updated regularly and old information removed
 - Liaise with project and service teams to obtain up to date content and images for website in order to keep the website fresh and up to date
 - Create compelling content for digital and traditional communications channels including the website
 - Monitor SCDA's social media accounts and liaise with the administrators to ensure standards are met and content is updated regularly
 - Monitor website traffic to Service areas as required, and usage of Facebook and X etc., reporting to project managers and Programme Managers
 - Occasional update of information about SCDA on external websites and directories, liaising and supporting service areas to undertake regular updates
 - Provide ideas and input into the development of new e- communication materials
 - Meet regularly with Programme managers to discuss marketing needs and plans for each service area.
- Marketing / publicity material:
 - Ensure corporate logos and Brand Guidelines are used across SCDA

- Write and produce marketing material (brochures, posters, flyers, banners etc.) for SCDA;
 - Monitor marketing materials produced by project and service area teams and provide assistance with these if required.
 - Liaise with relevant teams to update content as necessary
 - Liaise with external designers and printers for all production of materials
 - Work with CEO in updating and implementing the SCDA marketing strategy
 - Responsible for SCDA publicity stands and other event support material – ordering new stock as required
 - Selection and ordering of corporate material/literature and promotional merchandise
 - Manage marketing materials stocks, i.e. brochures, annual reports and identify when stocks need to be replenished
 - Create surveys, distribute, collate and analyse feedback, circulating findings as appropriate.
 - Develop film and video content to support fundraising and communications.
- Prepare Annual report and ensure publication is within specified timetable:
 - Prepare Annual Report including collation of data and narrative reports from all Programme and project leads, working closely with CEO to meet print and other deadlines
 - Liaise with Management Teams, Designer, Printers and others in respect of Annual Report content development, collation, design and printing.

Internal Communications:

- Collate material, edit and produce the SCDA monthly internal staff newsletter and volunteer communications in liaison with service area specific communications
- Support the consistency in the application of SCDA brand identity in service area specific communications
- Create surveys, distribute and collate and analyse feedback for SCDA training events, circulating findings as appropriate including the annual Community Impact Survey
- Maintain and update, as required, SCDA processes for media communications and enquiries to ensure a checked, robust and standardised approach is taken to responses.
- Maintain the delivery and implementation of SCDA Brand guidelines to ensure consistency of approach
- Support the use of SharePoint internal communications
- Support the use of AI as required and within SCDA policy guidelines.

SCDA compliance & Data Protection Officer

- Act as Data Protection Officer for SCDA by maintaining oversight of the dataprotectionofficer@sussexcommunity.org.uk inbox, informing the SMT of data subject access requests (DSAR's)
- Maintain the press cuttings folder
- Maintain the photo library and arrange external photo shoots as required
- Ensure media consent forms and photographic permission forms are completed & compliant.

Other:

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

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
- Marketing and promotions skills/experience

Desirable

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

Experience:

- Experience in a marketing role
- Prior experience in the community and VCSE sector
- 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 and ability to manage multiple deadlines and priorities for a range of stakeholders
- High level writing skills and strong face-to-face engagement
- Excellent communication skills, including high standards of written communication, grammar and spelling
- 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 engagement.

Essential personal qualities:

- Appropriate soft skills including tact, firmness and personal credibility

- Discretion and awareness of necessary confidentiality, especially where this relates to data subject access requests
- 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.