



The Trust for Developing Communities

Communications Officer

Application Pack

| | |
|----------------------------|---|
| Welcome Letter | 2 |
| About TDC | 3 |
| Job Description | 4 |
| Person Specification | 5 |
| Application Process | 7 |



The Trust for Developing Communities
Registered Address: Community Base, 113 Queens Road, Brighton, BN1 3XG
Company Limited by Guarantee Registration Number: 3939332 | Registered Charity Number: 1106623
Tel: 01273 234 769 | Email: info@trustdevcom.org.uk | Web: www.trustdevcom.org.uk

Welcome Letter

Dear Candidate,

Thank you for your interest in taking a central role with The Trust for Developing Communities. We work with over 6,000 people each year to tackle inequality in Brighton and Hove, delivering community development, equalities and youth work to create community-led solutions.

The new **Communications Officer** role will suit a skilled and ambitious professional who would relish the chance to develop and implement a fresh new communications strategy and oversee all aspects of our external communications.

We are at an exciting time of organisational growth as we lead a new citywide partnership overseeing both community development and engagement work across the city and expand our youth work delivery. However, many communities that we support are experiencing serious challenges as a result of Coronavirus, and it is vital that we adapt our delivery to meet growing need.

The ideal candidate will share TDC's community development values and be excited by the opportunity to contribute to a charity that is making a real impact.

You will bring experience of developing and implementing communications strategies, of managing content across various platforms and working on multiple projects across various teams at one time.

You will look forward to the chance of joining a skilled and dedicated Team where there is the opportunity to collaborate on and create strong values led communications and lead the way in telling the story of TDC and the amazing communities and inspiring individuals we support - in order to help bring about positive social change.

I am sure that this role will offer a fulfilling working opportunity and the chance to make a significant difference to the people of Brighton and Hove, and beyond.

TDC is absolutely committed to achieving greater diversity within our staff team, and we actively encourage applications from people from BAME communities' and any other underrepresented communities in TDC.

If you feel inspired by this opportunity, then we very much look forward to hearing from you.

Athol Hallé,
Chief Executive,
The Trust for Developing Communities



About TDC

Since TDC's inception in the year 2000, our primary focus has been community development work directly with neighbourhoods experiencing deprivation in Brighton and Hove. We have gone on to develop a broad range of grassroots services supporting young people, Black and Minority Ethnic communities and older people.

The strong trusting relationships we have built up with communities and partners has enabled us to grow considerably in size and impact over the years. We now employ 40 staff with a turnover of over £1,000,000. Despite our positive impact with excluded communities, there is much more work to be done to reduce the unacceptable health, social and economic inequalities that cast a shadow across our city.

Our Context Brighton and Hove is a uniquely creative and progressive City, which faces many challenges – there are areas where 43% of our children live in poverty and life expectancy is nine years shorter; whilst across the city we have the fourth highest level of suicide in the country and the second highest number of people sleeping on our streets. This is not ok.

Our Vision is for Brighton and Hove to become a city of equality, diversity and inclusion where our communities thrive.

Our Mission is to deliver community-led solutions.

Our Values

Community *“Strong communities are the key to health and happiness!”*

Community-led solutions produce longer lasting and more meaningful change. When we connect people, organisations and communities this maximises our resources and improves our well-being. Together we are greater than the sum of our parts.

Equality *“None of us can truly thrive whilst some of us are in poverty!”*

To address economic, social and health inequalities, we recognise that everyone has different needs and opportunities. It is essential that resources are focused where they are most needed to enable everyone to play their full part – which benefits us all.

Diversity *“Our diversity is our strength!”*

We are enriched by our range of cultures, situations, sexualities, genders, faiths, ages and abilities. This unique blend gives us the experience and perspectives we need to address our city's problems.

Inclusion *“There is no ‘them and us’ only us!”*

We all have something valuable to offer, so when we support people to participate, including our most excluded and vulnerable citizens – everyone gains from this.

Our Work

Neighbourhoods. We deliver community development work in areas of deprivation within the city focused on developing community-led groups. This includes specialist work to support older people.

Youth Work. We deliver two significant youth work contracts for Brighton and Hove City Council in the North and East of the city. Additionally, we deliver individual support to young people around health and well-being and coaching. We also lead the citywide detached youth work programme *Brighton Streets*.

Equalities. We support excluded communities with a range of projects including: psychosocial support; language support for refugees; Community Buildings Network; social prescribing; training; community learning; community research with the University of Brighton; and more.

Communications Officer Job Description

Overview

Job Title: Communications Officer

Hours: 10 -15 Hours per week (to be agreed)

Salary Scale: £22k-£25.5k pro-rata (NJC Scale points 12-19) + 6% pension.

Holiday: 25 days a year, plus an extra 3 days at Christmas, and all Bank Holidays. Pro-rata.

Location: TDC's head office is at Community Base, 113 Queen's Road, Brighton.

Reporting to: Operations Manager

Objective

To manage all aspects of our external communications and lead on the development and implementation of a new communications strategy.

Principal Responsibilities

1. **TDC Communications Strategy.** Lead on the development of the strategic direction of TDC communications, including implementation and delivery of a marketing and communications plan to raise the profile, reputation and awareness of the organisation on a local and national basis.
2. **External Communications.** Lead on all external communications via the TDC website and social media channels, ensuring TDC's community led values are embedded across all platforms. Develop, maintain and execute a content calendar to grow community engagement and awareness using communications platforms including Facebook, Twitter, YouTube and mailchimp.
3. **Content Creation.** Create, research, source and edit compelling digital content comprising of written copy, images and other media. Liaise with TDC team members to develop communications messages to coincide with events and activities. Create regular email newsletters to be sent to our subscribers.
4. **Content Management.** Maintain and manage the TDC website and all other communication platforms, communicating with others in the organisation to keep it up to date and accurate.
5. **External Voice.** Communicate with local and national press as necessary, building and managing relationships with external bodies and helping to build direct links between them and the communities in which we work.
6. **Reporting.** Analyse and report on online activity and campaigns to assess the effectiveness and reach of our online presence and make recommendations for improvement.
7. **Marketing.** Organise and host regular marketing meetings with a range of stakeholders. Implement and manage a new Google Adwords strategy and campaigns using Google Ad grants.
8. **Training.** Support and train TDC staff members to improve their digital presence.
9. **Create organisational processes.** Manage and oversee communications and social media procedures and implement across the organisation.

General

10. **Equal Opportunities.** To implement and promote TDC's Equality and Diversity Policy. A positive attitude towards equal opportunities and anti-discrimination practice should permeate all aspects of our work.
11. **General.** To undertake all other reasonable tasks as requested by your Line Manager.

Person Specification

Essential Skills and Experience

1. **Experience.** Minimum of three years' working experience in a similar role in a charity or similar enterprise.
2. **Strategy Development.** Experience of developing and implementing a marketing and communications strategy.
3. **Compelling visuals:** Ability to create and design compelling visuals
4. **Communications.** Excellent written and oral communication skills, with an ability to produce clear, engaging and accessible content tailored to different social media platforms. Meticulous attention to detail. High degree of IT literacy, including proficiency in using all Microsoft Office applications.
5. **Organisation.** Excellent organisational skills, with the ability to plan and prioritise workload to accommodate urgent tasks.
6. **Social Media.** Excellent knowledge of social media platforms.
7. **Interpersonal skills.** An ability to build effective working relationships with a range of colleagues and stakeholders, and a positive manner.
8. **Communications.** Excellent written and verbal communication skills and the ability to relate well to a broad range of stakeholders.
9. **People Management.** Capacity to lead staff in an effective and flexible way
10. **Values.** To demonstrate a commitment to TDC's community development values.
11. **Teamwork.** Ability to work as a member of a team with a positive, lively, enthusiastic and flexible approach to the work.
12. **Flexibility.** To be able and willing to attend events on the weekends and evenings
13. **Equal Opportunities.** A commitment to equal opportunities practice.

Desirable Skills and Experience

1. **WordPress.** A good working knowledge of WordPress
2. **Quality Standards.** Good working knowledge of SEO and web accessibility standards.
3. **GoogleAds.** Experience of Google Ad Grants
4. **Reporting and Analysis.** Experience of analysis and reporting, using Google analytics and other tools.

Application Process

To Apply:

Please email a completed application form. The Supporting Statement part of the application form should explain why you are interested in this role with TDC and detail the skills and experience you feel you would bring. The statement should relate directly to the Job Description and Person Specification.

Please email completed applications to TDC on info@trustdevcom.org.uk, stating the role you are applying for.

Closing Date:

The closing date for applications is **Monday 5th October** 2020 at 10.00am

We will aim to notify candidates if you have been shortlisted for interview by 5.00pm on Friday 9th October 2020.

Interviews:

The provisional date for interviews is **Wednesday 21st October 2020** at the TDC Office - Community Base, 113 Queens Road, Brighton, BN1 3XG

There will also be the option of conducting interviews online due to the current Coronavirus pandemic. All shortlisted candidates will be given their preference if interviewing online or in person.

TDC values the diversity of transferable and equivalent skills and if you would like to have an informal discussion with regards to this role and the person specification then please contact:

Jo Winyard, TDC's Operation's Manager on jowinyard@trustdevcom.org.uk .

TDC is committed to achieving greater diversity in its Staff Team and we actively encourage applications from people BAME communities' and any other underrepresented communities in TDC.

Thank you for considering applying.

Good luck!

The Trust for Developing Communities

Registered Address: Community Base, 113 Queens Road, Brighton, BN1 3XG
Company Limited by Guarantee Registration Number: 3939332 | Registered Charity Number: 1106623
Tel: 01273 234 769 | Email: info@trustdevcom.org.uk | Web: www.trustdevcom.org.uk