

**Job title:** Communications Officer

**Contract length:** Six months, full time

**Salary range:** £25,300 - £30,300

**Reports to:** Communications Manager

**Location:** London

### **Who are we?**

Shaw Trust is a progressive charity on an exciting journey to help five times more people over the next five years. For over 30 years we have supported disabled and disadvantaged people to make positive changes to their lives through training and employment, and our ambitious plans need the right people to help us transform many more lives, in many more ways.

What we do is exciting, fulfilling and diverse and it's about to get even better. As well as employment services, we work with kids in schools, help offenders in prisons, and empower people to take part in activities that many of us would take for granted.

Working with us gives you far more benefits than a standard package; it gives you the chance to help turn someone's life around.

### **What do we need?**

We're looking for a creative person who can support our communications manager to deliver a range of communications plans that will keep Shaw Trust's stakeholders – including our staff, supply chain partners and external audiences – connected and informed. Fostering a conversational approach across all channels, the main tasks will include:

- helping to plan, deliver and monitor a high-quality suite of timely communications to the charity's large and complex network of supply chain partners, including commissioning, chasing and editing copy as well as producing engaging content yourself
- supporting the communications manager to deliver communications plans for various areas of the charity by generating written and video content and finding creative ways to engage audiences
- supporting Shaw Trust's media work, including working with external agencies both proactively and reactively

- supporting the wider Shaw Trust Group, which welcomed two new organisations into the fold in 2017, to integrate and collaborate , and
- identifying opportunities to improve the charity’s communications channels, tools and processes.

## Person Specification

### Job Title: Communications Officer

(E = Essential D = Desirable)

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| <b>Core competencies</b> <ul style="list-style-type: none"> <li>• Embraces change and drives continuous improvement <b>(E)</b></li> <li>• People centred in a commercial framework, takes accountability for results <b>(E)</b></li> <li>• Demonstrates a passion to further the charitable aims of the organisation and acts with integrity <b>(E)</b></li> <li>• Collaborates and unites with others to fulfil the organisations mission <b>(E)</b></li> <li>• Provides a best in class service to all customers, internal and external <b>(E)</b></li> </ul>   |
| <b>Technical competency (qualifications and training)</b> <ul style="list-style-type: none"> <li>• Educated to honours degree level <b>(D)</b></li> </ul>   |
| <b>Experience &amp; Knowledge</b> <ul style="list-style-type: none"> <li>• Understanding, knowledge and practical application from prior role/s of communications with relevant experience at this level <b>(E)</b></li> <li>• Have a working knowledge of content management systems for th e intranet and extranet, particularly Microsoft SharePoint, as well as email portals <b>(E)</b></li> <li>• Excellent copywriting and editing skills for a variety of formats <b>(E)</b></li> <li>• Experience of managing media agencies and working with the media <b>(D)</b></li> <li>• A genuine interest in championing the interests of the charity’s beneficiaries through effective communications <b>(E)</b></li> <li>• Demonstrable experience of roles and responsibilities in the job description <b>(E)</b></li> </ul> |
| <b>Skills &amp; Attributes</b> <ul style="list-style-type: none"> <li>• The ability to produce clear, creative and engaging content and copy for relevant audiences <b>(E)</b></li> <li>• Excellent time management, organisational and planning skills <b>(E)</b></li> <li>• The ability to assess analytics and use those insights to communicate effectively <b>(E)</b></li> <li>• The ability to work on own initiative, as well as in partnership with other teams <b>(E)</b></li> <li>• The ability to work with the policy and communications department to create an integrated function <b>(E)</b></li> <li>• Good interpersonal and communication skills <b>(E)</b></li> <li>• Marketing and communications knowledge and experience <b>(D)</b></li> </ul>  |
| <b>Personal Qualities</b> <ul style="list-style-type: none"> <li>• Proven ability to multi-task, manage multiple deadlines and be flexible in working style (taking a ‘running brief’, for example) to deal with unpredictable events <b>(E)</b></li> <li>• Comfortable working in a busy and fast-paced working environment <b>(E)</b></li> </ul>  |

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| <ul style="list-style-type: none"> <li>• Positive attitude to disability, health problems and employment problems <b>(E)</b></li> <li>• Flexible, adaptable and innovative <b>(E)</b></li> <li>• Good interpersonal, communication and presentation skills demonstrating the ability to convey complex messages clearly <b>(D)</b></li> <li>• A team player, always looking to improve ways of working <b>(E)</b></li> </ul> |
| <b>Safeguarding</b> <ul style="list-style-type: none"> <li>• Be able to display an awareness, understanding and commitment to the protection and safeguarding of young people and vulnerable adults <b>(E)</b></li> <li>• This post requires a Criminal Records Bureau disclosure at Basic Level <b>(E)</b></li> </ul>   |
| <b>Other</b> <ul style="list-style-type: none"> <li>• Willingness to undertake occasional travel around sites in the UK <b>(E)</b></li> <li>• Have an understanding of and be able to demonstrate a commitment to Equal Opportunities and Diversity <b>(E)</b></li> <li>• Evidence of continuous professional and personal development. <b>(D)</b></li> </ul>  |

## **Main Duties and Responsibilities**

### **Duties**

1. Generate and edit content for internal stakeholders, ensuring that it is appropriate for specific audiences. This includes planning, producing, distributing and monitoring newsletters and other regular communications to Shaw Trust's network of supply chain partners.
2. Have a working knowledge of Microsoft SharePoint to add written and video content to our intranet/extranet, and to improve engagement.
3. Work with the communications manager to deliver internal communications plans for a number of areas of the charity through engaging and creative content.
4. Ensure that all content meets Shaw Trust's accessibility standards.
5. Work with our media agencies to make the most of media opportunities and manage the charity's reputation.
6. Stay abreast of new and emerging internal communications practices.
7. Any other duties as requested or required by your line manager.

### **Other**

1. To undertake any further training as identified in the Shaw Trust review procedures.
2. Ensure that safe working practices are followed in respect of COSHH and other Risk Assessment control measures.

3. Employees must comply with the provisions of 'The Health and Safety at Work Act 1974' and must take reasonable care for the health and safety of themselves and of other persons who may be affected by their acts of omissions whilst at work. Employees are also required to co-operate with their employer to enable them to perform or comply with any statutory provisions. The Trust's efforts to promote a safe and healthy working environment can only succeed with the full co-operation of its employees.
4. To understand, comply with and promote Shaw Trust's safeguarding policy and procedures. It is the responsibility of all employees to make the working environment safe and secure for all. Everyone must adhere to the 5 Rs in relation to possible abuse: Recognition, Response, Reporting, Recording and Referral. The Trust can only ensure its dedication to the protection of vulnerable people with the full cooperation of its employees.
5. The Trust has an Equality and Diversity Policy and it is the responsibility of all staff to comply with this. The key responsibilities for staff under this Policy are set out in the Trust Code of Conduct.
6. To maintain the confidentiality about clients, staff and other Trust business. The work is of a confidential nature and information gained must not be communicated to other persons except in the recognised course of duty. The post holder must meet the requirements of the Data Protection Act at all times.

To maintain awareness of risk and to take personal responsibility for ensuring that the Trust is not unnecessarily exposed to risk. To report any issues or concerns relating to risk and the effectiveness of the Trust's risk management arrangements.

7. Be aware of, promote and implement Shaw Trust's Risk, Quality and Information Security Management Systems.
8. To report to line manager, or other appropriate person, in the event of awareness of bad practice.
9. Recycle and manage energy within your environment.