

JOB DESCRIPTION

Job Title: Communications Team Leader	Reporting to: Operations Director
Location: Wisdom Facilities Centre but may be required to work in venues around Haverhill and surrounding villages	Hours: Full time (37½ hours per week)
Salary: £24,122 per annum	

About Reach

Reach Community Projects (Restore, Encourage, Action, Community and Hope) has provided support to local people in crisis for over 15 years. Reach Community Projects runs five main projects

- Haverhill Foodbank – providing emergency food parcels to families and individuals in need
- Reach Money Advice – debt counselling, budgeting and money management support
- ACTS 435 – a resource for our clients who are suffering the effects that poverty can bring
- Starter Packs – providing essential bedding and kitchenware as required
- Reach into the Community – a project taking the work of Reach into the villages surrounding Haverhill

About the Role

This multifunctional role involves all aspects of communications work to support the aims of Reach. We are looking for somebody who has a background and at least 2 years' experience in PR, Communications or Marketing to lead our Communications Team. This role will be responsible for all forms of communications across the charity including, newsletters, social media, appeals/campaigns, messaging and media content.

About You

We are looking for somebody who has a background and at least 2 years' experience in PR, Communications or Marketing. Somebody who is enthusiastic about communications, can think 'outside of the box' and has 'a nose' for a good story. You will need to be able to work as part of the wider Reach team to ensure that the correct messaging is being delivered.

Job Summary

- Develop and deliver a communications strategy across the entire spectrum of communications
- Identify opportunities and produce media content, case studies and social media communications (have 'a nose' for a good story)

- Report on and analyse all aspects of communications
- Manage the Communications team (1 member of staff and volunteers)

Key Duties and Responsibilities

1. Work with the strategic leadership team to generate a communications strategy
2. Increase the organisation's profile across media
3. Write releases, articles and statements
4. Design and develop campaign ideas and ensure that they are delivered across all relevant channels
5. Ensure consistent implementation of the charities branding and messaging across the organisation
6. Lead on copywriting and production of marketing materials and key publications including the Annual Review and Impact Report
7. Design, copywrite and distribute regular e-newsletters to promote our operations work, fundraising activities and events
8. Oversee the management of a case study database
9. Take responsibility for the website ensuring that content is up to date and monitoring its performance
10. Manage and expand our social media presence
11. Where appropriate, to use social media tools and advertising to promote the charity and its activities
12. Running appeals and campaigns to engage supporters / raise funds for Reach
13. Carrying out any other duties as may be reasonably required

Qualifications, Skills and Experience Required

Requirement	Essential	Desirable
Education, training and qualifications	<ul style="list-style-type: none"> • Educated to GCSE Grade C or above or equivalent in English Language and Mathematics 	<ul style="list-style-type: none"> • Degree in PR, Communications or Marketing • Full and clean driving license and access to a vehicle

Skills, knowledge and experience	<ul style="list-style-type: none"> • At least 2 years experience of working in PR, Communications or Marketing • Experience of writing for different audiences across a variety of mediums • Working knowledge of all social media platforms • Understanding of GDPR and its impact on charity communications • Relevant IT skills 	<ul style="list-style-type: none"> • Experience of working in a charity setting • Experience of Google analytics • Understanding of e-marketing platforms e.g. mailchimp
Personal Attributes	<ul style="list-style-type: none"> • Ability to multi-task and prioritise • Ability to communicate and deal with people from all walks of life • Flexible approach • Positive 'can do' attitude • Observant and tenacious • Strong attention to detail • Confident self-starter • Ability to work as part of team as well as independently 	

People behaviours

Communication & Team Working	<ul style="list-style-type: none"> • Acts openly and honestly. • Shows respect for others. • Communicates with others in a clear and structured fashion (written and verbal). • Demonstrates a 'can do' approach. • Understands the importance of confidentiality and data security
People Management & Development	<ul style="list-style-type: none"> • Delivers agreed performance objectives with required support. • Demonstrates a willingness and appetite to learn. • Willing to participate in training and professional development

Commitment & Drive	<ul style="list-style-type: none"> • Has high standards and adheres to quality guidelines. • Strives to deliver to the best of abilities at all times. • Shows professionalism and care for clients and colleagues at all times.
Ethos of the organisation	<ul style="list-style-type: none"> • As a minimum requirement all employees of Reach Community Projects must be able to work within the Christian ethos of the charity

Terms and conditions

Location	Primarily based at Wisdom Facilities Centre but may be required to work at any of Reach Community Projects sites
Working hours and pattern	Full time (37½ hours per week). Working during the evenings and weekends will occasionally be required but time off will be given in lieu
Probationary Period	4 months
Annual Leave	25 working days per annum for full time employees along with public holidays.