



ROLE PROFILE

Role Title	Communications Officer	Service	Development Team
The Role	<p>The postholder is responsible for all marketing and communications activities, guiding the external voice and inspiring action to support the strategic objectives of the charity and increasing brand awareness across Cornwall and Isles of Scilly, Devon and Wiltshire.</p> <p>1.0FTE (37.5 hrs/week) with the option of being home based or office based in either Truro or Plymouth, but requires occasional travel to offices and events in Cornwall, Devon and Wiltshire.</p> <p>This post does not have any line management responsibility.</p>		
Reports to	Chief Executive	Salary	

Behavioural Competency	Level	Statement (or example for this post)
Achievement	4	Achieves significant progress in the long term and wider performance of the Agency. Sets out to be the best – has own measures of excellence and works to these.
Analytical Thinking	4	Undertaking complex analysis and traces performance implications through complex data, or in dealing with complex situations. Applies analytical tools or techniques to analyse a range of data.
Client and customer focus	4	Always works closely with clients/customers, developing an independent view of their needs and acting in long-term interest. Moves client/customer thinking forward, helping them understand issues beyond day-to-day work.
Initiative	3	Takes action to avoid or minimise potential problems or maximise potential opportunities in the future by drawing on extensive experience. Is able to define and address high-level challenges that have the potential to advance the state of the art in an area. Starts and carries through on a project. Uses networks to seek fresh ideas. Encourage different agencies to pool resources and expertise.
Flexibility	4	Changes the overall plan, goal or project to fit the situation. Creates and supports flexibility by introducing procedures which ensure quick turnaround and encourage flexibility in others.
Holding People Accountable	3	Holds people accountable for their actions and performance. Challenges individuals openly and constructively about performance problems, adapting a firm but fair stance. Allows others to take credit when deserved.
Ethics and Values	4	Ensures that standards and safeguards are in place to protect the organisations integrity and identifies underlying issues that impact negatively on people and take appropriate action to rectify the issues.
Leading and Developing Others	3	Sets a strong example through own behaviour. Gives timely and specific feedback on what has been done well and where there is room for improvement. Helps

		individuals think through issues for themselves. Encourages and acts upon feedback to self.
Professional Confidence	4	Speaks out for a course of action even when others disagree. Takes significant personal or professional risks to accomplish important goals. Challenges others with respect.
Planning and Organising	4	Develop strategic plans considering short-term and long-term requirements. Plans and deploys resources to deliver organisational-wide results. Sets and communicates priorities within broader organisation.
Self-Awareness	3	Understands how feelings and emotions may impact on performance and controls emotions to minimise negative impact. Maintains a sense of humour and stays calm, even in trying moments.
Team Working	4	Creates new opportunities for individuals to work together, breaking down barriers that may get in the way of effective team working. Challenges others to do the same. Is a model of co-operative behaviour. Commits time and resources to team-based projects.
Working strategically	3	Constantly reviews own and departmental objectives to ensure they support the Agencies long-term Strategic Objectives and makes changes or challenges if they do not. Makes complex ideas, issues and situations clear and understandable, and can relate these to the wider context of the Agency. Builds diversity issues into strategic planning.

Safeguarding

Adult and child safeguarding is everyone's responsibility and local partnership working is essential to ensure there is consistency within counties in how adults and children are safeguarded from abuse and neglect. It is vital that all staff understand their roles and responsibilities, and work in ways that safeguard adults and children who use the services at First Light. Expectations of staff are set out in our safeguarding policies, which are regularly updated to meet the local safeguarding board requirements.

Key Activity Areas

- Develop and lead all charity marketing and communications activity to support First Lights strategy and objectives.
- Design internal and external marketing and communications materials, commissioning and briefing external designers as required.
- Support the charity's Senior Management Team with communications, marketing and media advice as required.
- Create, edit, proofread and co-ordinate the creation of internal and external marketing and communications materials, including First Lights Annual Impact Report, supporting team members to produce their own materials where appropriate.
- Develop and oversee marketing plans to support income generation and awareness raising activities.
- Maintain, review, and develop the First Light and Safer Futures website to grow audiences, increase awareness and raise funds in line with charity's strategic objectives.

- Lead on the creation of content and development of all social media accounts, growing audiences, engagement, and donations.
- Create and send all First Lights e-newsletters, managing and growing the subscriber base.
- Act as brand manager for First Light, ensuring that the organisation is using the brand and messaging consistently.
- Manage the collation of internal data to provide statistics, quotes, and photos to support and endorse communications.
- Develop strong stories and cases for support which link closely with the fundraising objectives of the organisation.
- Create Press Releases ensuring key messages and brand is delivered and be first point of call for all press enquiries.
- Regularly secure press coverage across all formats promoting the charity in local and regional media, trade press and other relevant publications and channels, acting as a spokesperson for the charity where required.
- Create a good network of media contacts and develop both local and regional networks.
- Organise and manage photo shoots, press calls, and press events where required.
- Support development and delivery of external training
- Produce quarterly reports suitable for the Board of Trustees demonstrating the impact of communications and marketing.
- Monitor and manage all social media accounts, developing other social profiles to keep up to date with current trends.
- Develop content and manage a range of appropriate marketing resources for all services across First Light.
- Develop and implement plan to engage, consult, and involve victims, survivors, and stakeholders in our work with a view to help develop and shape current and future services.
- Collaborate with partner agencies, building and maintain relationships.

General Duties:

- Positively promote the work of First Light both internally and externally.
- Willingness to travel if needed, as required to support meetings or to achieve agreed objectives.
- Willingness to occasionally work unsocial hours, including evenings, weekends and occasionally stay overnight.
- To always work in line with First Light's Mission, Vision, and Values.
- To present a positive image of First Light at all times, through every aspect of your work.
- To ensure that all First Light policies, procedures, and agreed protocols are adhered to.

- To contribute to the planning, review, monitoring and reporting processes and activities.
- To participate in team meetings and activities and represent First Light at other meetings as agreed.
- To respect the rights of individuals by maintaining confidentiality and working in line with data protection legislation.
- To attend training courses as identified and agreed for appropriate development.
- To undertake other duties not specifically stated above, which from time to time are necessary without altering the nature or level of responsibility involved.
- To make a commitment to improving First Light environmental impact by means of energy saving and recycling in the workplace.

Key Results	•
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PERSON SPECIFICATION

When completing your application, you should consider how you've demonstrated the items listed below (and in the wider job description on our website) through your professional and personal life, including hobbies, academia, part-time jobs and extra-curricular activities. Please cite specific examples. Applications meeting all the 'essential' criteria will be considered; however, this does not guarantee invitation to interview. Please ensure your cover letter does not exceed two sides of A4.

	Essential / Desirable
EDUCATION, QUALIFICATION AND TRAINING	
PR and Marketing professional training/qualifications OR a minimum of two years' experience in a marketing or communications environment.	E
Demonstrable IT mastery with Microsoft products – Word, Outlook, PowerPoint, Excel, Teams and SharePoint and keen to learn new ones (Planner, Yammer etc.)	E
Experience of working in or knowledge of domestic abuse and sexual violence charity sector	D
Ability to travel across First Light's services (Wiltshire, Devon, Cornwall)	E
EXPERIENCE	
Experience developing and delivering impactful communications strategies and plans	E
Delivering projects, end to end, to agreed timelines and quality standards	E
Developing and maintaining relationships with clients/colleagues/professionals and key stakeholders	E
Experience of managing an organisation's digital marketing channels including e-newsletters (such as Mailchimp), CMS, social media channels and scheduling platforms.	E
Experience of working with the media	D
Experience of writing copy for a variety of audiences.	D
KNOWLEDGE, SKILLS & ABILITIES	

Excellent written and verbal communication skills and the ability to establish and manage relationships with a wide variety of people.	E
Good creative design skills	D
Experience producing and editing video	D
A self-starter, using your own initiative, with good self-management skills	E
Experience using WordPress and Google Analytics	E
Good understanding of SEO	D
Excellent attention to detail, including financial control, project management and the ability to adhere to deadlines.	E
Be digitally literate and excited about the opportunities the digital marketing can bring to our work	E
Demonstrated ability to deal with high levels of work-related pressure, for example from deadlines, interruptions or conflicting demands	E
PERSONAL	
A self-starter, proactive, seizes initiative and can work with limited daily supervision	E
Be passionate about our vision and mission and delivery of these in the southwest	E
Always model our values, champion our vision and act as a First Light ambassador	E
Believe that partnership and teamwork (and the ability to work effectively in them) is fast becoming the single determinant of success	E
Operate with diplomacy, tact and decorum	E
Rapidly establish trust and confidence in your professional and personal competence	E
Always leverage opportunities to promote our cause and brand	E

Short listing criteria

2 points = significantly / fully meets criteria

1 point = partially meets criteria but falls short on key aspects

0 points = does not meet criteria