**Communications Officer**

**Permanent Contract, pending 6 month review**

# JOB DESCRIPTION

**Main Purpose**

To lead and develop inspiring communications for VSNW, supporting the work of the Chief Executive of VSNW. In particular, delivering:

* VSNW’s communications
* Greater Manchester Cancer Champions’ VCSE Screening Programme communications

**Reporting Responsibility**

The post holder will report to and be managed by the Chief Executive of VSNW.

**Principal Duties**

1. Proactively generate high quality digital and print communications content.
2. Lead on VCSE Screening Programme Communications Strategy, including implementation and delivery of online and tech platforms
3. Develop and deliver VSNW’s communications and marketing strategies to reach, listen to and engage our key audiences.
4. Deliver GM Cancer Champions’ communications and content creation using digital channels, and print, to:
   1. Drive relevant traffic to the recruitment page with a focus on conversion from page visits to completing applications
   2. Engage a wide variety of partners, networks and grassroots organisations to build relationships and ensure our content and conversations are shared with their contacts.
   3. Effectively link with the Screening Programme’s Engagement and Delivery Team
5. Ensure that VSNW effectively communicates with members and the broader Voluntary Community and Social Enterprise (VCSE) sector. Currently this includes maintaining and creating content for the website ([www.vsnw.org.uk](http://www.vsnw.org.uk)), twitter, mailchimp ebulletin and other publications/mechanisms.
6. Create reports on the effectiveness of the strategies being used to inform and further develop the communications strategy.
7. Collect and collate information on project activities to enable complete and accurate completion of progress reports to commissioners and sharable content for our audiences.

**General**

1. To promote and uphold the values of VSNW at all times.
2. To continuously develop and share knowledge within key partnerships and the VSNW team.
3. At all times to take account of equal opportunities considerations when working with the VCSE; paying particular attention to the needs and perspectives of groups and communities who are marginalised or excluded from participation in subregional governance.
4. To be a co-operative and supportive member of the VSNW staff team, ensuring that all members are aware of any issues in the post holder's workload which may impact on other staff or partners
5. To listen to and engage North West VCSE partners to be active members of VSNW.
6. To produce reports for the VSNW Board of Trustees as required.
7. To observe all policies and procedures that are determined by VSNW’s Board of Trustees, e.g. Health & Safety, New Technology.
8. To undertake regular supervision with your line manager and to keep her or him informed of significant developments in the progress of work.
9. To undertake such tasks as may be reasonably requested by the Chief Executive of VSNW to further the objects of the organisation in alignment with its values

**Warren Escadale**

**Chief Executive  
March 2019**

**Communications Officer**

**PERSON SPECIFICATION**

\* = **Essential criteria**

**Experience in/of:**

* \*Digital content generation
* \*Digital marketing
* \*Print communications
* \*Developing communications and content that focus on 'dialogue' rather than 'broadcast' communications
* \*Developing strategies for, and managing, multiple social media platforms in a work context including producing reporting data to learn and improve accuracy
* \*Implementation of online and tech platforms
* \*Generate high quality and innovative communications content.
* Working with and communicating to a wide range of stakeholders to develop audience segments to deliver outcomes; especially Voluntary, community, faith and social enterprise (VCSE) leaders/chief executives
* Broad experience and understanding of VCSE sector.

**Skills, knowledge and abilities**

* \*Creative and innovative.
* \*Highly organised and methodical.
* \*Strong writing skills, with high levels of accuracy and attention to detail e.g. drafting webpage copy, emails to wide and mixed audiences.
* \*Good IT skills in particular Content Management System, Mailchimp, Facebook, Twitter, Linkedin and Instagram.
* Ability to ensure information and data compliance.
* Professional qualification and/or membership of relevant professional body (e.g. CIPR, CIM).

**Other requirements**

* **\***Commitment to development work that empowers participants and communities.
* \*Commitment to working collaboratively with VSNW team members and partners
* **\***Willingness to travel widely across the North West region.
* **\***Adherence to VSNW’s Equal Opportunities Policy.