



JOB DESCRIPTION

POST: Communications Lead

HOURS: Part time (20 hours per week)

TERM: Fixed term contract of 12 months with the possibility of extension subject to securing funding.

SALARY:

£14,444 - £15,555 per annum actual (full time equivalent £26,000 - £28,000 per annum, depending on experience and qualifications).

LOCATION: Homebased

REPORTING TO: Clare Burgess, CEO of Surrey Coalition of Disabled People

ACCOUNTABLE TO: Surrey Coalition Board

Who we are

Surrey Coalition of Disabled People is led by Disabled people for Disabled people. Surrey Coalition aims to promote the rights of Disabled people to have equality of opportunity and independence. Members are involved in a broad range of activity across the county and beyond, including co-production groups and forums, co-design of health and care service specifications, service monitoring, campaigning and influencing, mental health, technology and innovation projects and supporting and promoting projects and campaigns that are aimed at improving the lives of disabled people in Surrey.

Introduction to the role

The Communications Lead will coordinate communications for Surrey Coalition and two of the projects/networks that we coordinate: the Independent Mental Health Network and the Tech to Community Connect collaborative project.



Purpose of the role

To lead on the coordination, design and delivery of vibrant and engaging communications for Surrey Coalition, the Independent Mental Health Network (IMHN) and the Tech to Community Connect service.

Main tasks

1. To co-design and own the annual communications plan for Surrey Coalition, the IMHN and Tech to Community Connect.
2. Co-design a tone of voice guide for the over-arching organisation, and to develop the brand of each of the three areas of work.
3. To develop the knowledge of the staff team around effective communications, and contribute to team training and development.
4. Working with the wider staff team, our members and volunteers, to write and produce the quarterly newsletters for Surrey Coalition and for the IMHN.
5. Manage and grow digital media communications for Surrey Coalition, the IMHN and the Tech to Community Connect project.
6. Write and distribute a 'weekly update' communication for Surrey Coalition and for the IMHN.
7. Make or arrange audio recordings of all communications so that these can be shared with our membership on their smart devices and/or podcasting apps.
8. To manage and develop the Surrey Coalition and IMHN websites.
9. To ensure that our communications are available in a wide range of formats that meets the accessibility needs of our membership.
10. To write and coordinate the distribution of agreed press releases to local media outlets.
11. To grow and manage relationships with local, regional and national media outlets.
12. To develop relationships with Communications teams in the Voluntary, Community and Faith sector, the NHS and within Surrey County Council to ensure that communications are joint up and achieve maximum impact.
13. Working with the wider staff and volunteer team, to identify and generate compelling case studies and examples of our work.



14. To complete any other administrative tasks to support the organisation.
15. To always work in a manner that reflects the values of the organisation.

Person specification

Excellent communication skills with the ability to communicate effectively in a range of formats and with a variety of audiences (E)

Excellent organisational and coordination skills (E)

Knowledge and experience of creating content for a wide variety of social media platforms including twitter, Facebook, Instagram, YouTube, LinkedIn and TikTok (E)

Digital design skills, making use of a range of packages (D)

Video production and editing skills (D)

Good level of computer literacy including all Microsoft packages with experience of using a range of databases (E)

A high degree of self-motivation and able to work on own initiative (E)

A good understanding of the Health, Social Care and VCFS system (D)

Experience of working with volunteers (D)

The ability to work safely from home and willingness to do so (E)

An understanding of GDPR and adult safeguarding principles (E)

This role requires the successful applicant to be subject to an Enhanced Disclosure and Baring Check.

June 2021