**Role Profile**

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| **Job title:** Communications and Engagement Assistant |
| **Department:** Business Services |
| **Reports to:** Business Improvement Manager (Communications and Engagement) |
| **Grade:** n/a – Living wage of £8.25 an hour |
| **Staff responsibility:** None |

**Organisational Structure**

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| Head of Business Improvement |

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| Business Improvement Manager |

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| Communications and Engagement Assistant |

**Job Purpose**

**Marketing and Communications**
To ensure that the Association has effective internal and external communications processes which maintain coherence inside the organisation and raise the profile of the organisation externally in ways that project a consistent brand.

**Key Accountabilities**

**Cairn 25 celebrations**To work with the Communications and Engagement Team to develop a project brief and project plan to produce a film celebrating Cairn’s 25th anniversary. The film would showcase the achievements of the Cairn Community Fund. The post holder would visit projects, engage with participants, interview participants and film activities. The post holder would work with BOLD Marketing to produce the final film to be showcased at the Cairn AGM.

The post holder would also use the stories and outcomes generated by these visits to promote Cairn and the Community Fund through our website, social media and traditional print media.

**Event Planning**
Where required to assist in organising and facilitating Cairn events. To manage the administration of events, including selecting venues, arranging transport, catering and accommodation.

**Marketing**
To seek out opportunities to publicise Cairn’s achievements, services and activities. Ensure the Cairn brand is consistently applied.

**Communications**
Management of CHAT and website content and delivery of corporate messages through social media, with responsibility for the periodic review of the Social Media Policy. Responding to media enquiries.

**Publications**
To collate, edit, design (or liaise with designers) and arrange the printing and distribution of all relevant Cairn publications including newsletters, annual reports, tenants’ handbook and information leaflets.

**Satisfaction Surveying**
Assist in the delivery of satisfaction survey programme and systems, including the distribution of surveys and the collection, promotion, analysis and reporting of the results from annual customer satisfaction survey, service specific surveys and employee surveys.

**Other**

Any other duties as required, including administrative tasks for the Communications and Engagement Team.

**General duties**

* Representing the Association in attendance at events, conference and meetings with tenants, owners and other service users, colleagues, external agencies and other stakeholders as appropriate
* Providing a high level of customer service when dealing with external customers
* Adhering to the Association’s Health and Safety Policy
* Carrying out any other reasonable tasks as required

**Person Specification**

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| **Education** |
| * No specific education or experience is essential
* Desired experience is to be educated to HND level/other relevant qualification or three years relevant experience in a similar role
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| **Experience** |
| **Essential*** Ability to write in a variety of styles to appeal to different audiences
* Excellent communication skills
* Good project planning skills
* Project a professional image consistent with the organisation’s brand and standards
* Ability to engage with different stakeholders

**Desirable*** Experience of dealing with the press and media
* Experience and understanding of best practice in marketing and communications across a range of platforms
* Experience of multimedia
* Relevant professional qualification

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| **Knowledge** |
| * Knowledge of best practice in marketing and communications across a variety of platforms
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| **Skills and Abilities** |
| * High attention to detail and accuracy
* Common sense approach
* Confident, enthusiastic, flexible and adaptable. Committed to continuous Personal Development and will to identify and undertake training as required
* Organisational skills: ability to prioritise multiple workloads, work independently and to strict deadlines
* Highly developed and proficient IT skills
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