



JOB DESCRIPTION

Title: Communications Officer

Accountable to: Chief Executive Officer

Key Relationships: *External:* Current and potential donors, newsletter subscribers, designers, print suppliers, project partners, scholars, alumni.
Internal: All other colleagues in the UK and South Africa, including Board members.

Job Purpose: The post-holder will play a critical role within the Trust, developing the organisation's profile through strong and targeted communications of all types. S/he will be a key point of contact with donors and supporters of the Trust.

Specific Responsibilities:

Communications

- Refine CCELAT's communications strategy and branding. Implement the communications strategy across all platforms, ensuring consistent messaging and branding is used across all communications.
- Manage and grow CCELAT's social media presence, regularly creating and publishing engaging content to ensure the Trust reaches a wider audience. Monitor using analytics and other reporting tools.
- Maintain the Trust's website, ensuring it is kept fresh, engaging and up to date and traffic is increased.
- Produce high quality electronic and printed newsletters, annual reviews and other similar materials, generating content as well as integrating the input of other team members. Commission design and print services where necessary, and maintain the Trust's photo library.
- Proactively seek and respond to new opportunities to build the Trust's profile.
- Become familiar with the work of current and former scholars and project partners, with the aim of disseminating and publicising their achievements.
- Provide material to support new and potential funding bids (working with the Fundraiser and CEO).
- Report to donors (trusts/foundations, corporates, groups etc.) and other supporters to ensure relationships are maintained and deepened.
- Develop the support base of the Trust by using effective 'nurturing' communications aimed at key stakeholders. Devise regular appeals to individual donors and organise occasional events.

Monitoring, evaluation and learning

- Promote an evaluative culture of learning within the organisation by supporting members of the team in the systematic monitoring and evaluation of Trust activities against strategic objectives.
- Integrate learnings, and communicate these strategically, particularly in relation to reporting to donors and supporters.

Organisational

- Assist the Scholarships and Alumni teams in organising and promoting the Annual Conference and other events, paying particular attention to communications and publicity opportunities.
- In conjunction with the Finance Manager and other team members, ensure the organisation's database is kept up to date and functions as an effective CRM tool.
- Manage modest publicity budgets and sign off on appropriate expenditure.
- Prepare quarterly progress reports for the CEO.
- Participate in Canon Collins Trust activities, including attending events and undertaking administrative tasks, to ensure the smooth operation of the organisation.

Please note

- In addition to the responsibilities mentioned, the post will at times entail duties outside normal working hours, and travel.

PERSON SPECIFICATION

Essential

- Bachelor's degree in a relevant discipline.
- Demonstrable experience working in a related field, with a track record in producing lively, powerful and readable materials to a consistently high standard, encouraging participation, buy-in and support for a good cause.
- Excellent written and verbal communication skills in English with the ability to convey the Trust's mission appropriately to a range of audiences.
- Strong editorial skills and a good eye for detail.
- Expertise in the use of social media and demonstrable experience in using social media to grow audiences and increase traffic.
- Excellent IT skills, with a particular aptitude for website development and management, as well as expertise in using design programmes (such as Adobe Creative Cloud, InDesign, Photoshop or similar).
- Competence in the use of database applications
- An interest in and sound knowledge of development or social justice issues in southern Africa.
- Self-motivated and proactive with an ability to prioritise and manage a sometimes conflicting workload, and absorb large amounts of information easily and accurately.
- The maturity to analyse complex and comment on sometimes politically sensitive issues against a multi-cultural backdrop.
- The ability to work as part of a team, helping to develop and work towards shared goals and objectives.

Desirable

- Experience of PR/fundraising/events.
- Knowledge of the education, economic and social contexts of southern and South Africa.
- Experience of working on social justice issues, possibly in a volunteer capacity.
- An understanding of the UK charity sector.

HOW TO APPLY

Please send your CV and a supporting statement of no more than 2 pages to the CEO, stuart@canoncollins.org.uk by midnight on **Sunday 2nd December 2018**. Your supporting statement should demonstrate why you are suitable for the role, and should address the Person Specification above. Please specify clearly which country you have the right to work in (UK or South Africa). Please also say where you saw the advert.

We aim to conduct Interviews during w/c 10th or 17th December, but due to the proximity of the festive holidays, this schedule may have to be postponed to January.

If you are shortlisted for interview, you will be contacted as soon as possible. If you have not heard from us by 31st January 2019 it means your application was not successful. Unfortunately we do not have the resources to contact everyone and we will only be able to give feedback to those who are interviewed. Thank you for your understanding of this.

TERMS AND CONDITIONS

- Location:** The job may be based either in the Canon Collins Trust's office in Vauxhall, London **OR** in South Africa, depending on where the successful applicant resides. Please note: **YOU MUST ALREADY HAVE THE LEGAL RIGHT TO WORK IN EITHER THE UK OR SA AS APPROPRIATE** as the Canon Collins Trust is unable to sponsor visa applications for other applicants. Please specify which location you are interested in and don't apply if you do not have the right to work in one of those countries.
- Travel:** Occasional overseas travel will be required.
- Salary:** A competitive salary is offered, depending on experience. In the UK this will be in the range of £25,000 to £30,000 due to the high costs of living in London. In South Africa the rate will be less, with negotiable benefits.
- Hours:** 35 hours per week. Normal office hours are 9.00 to 5.00 with one hour for lunch, although some flexibility is permitted.
- Holidays:** 25 working days pro rata per annum, including up to three days specified by the Canon Collins Trust, plus statutory holidays.
- Probation:** The probation period is 6 months.
- Notice period:** One month either way during the probation period rising to two months thereafter.
- Disabilities:** We are committed to making every reasonable adjustment to the workplace or working arrangements so as to accommodate people with disabilities. In the London office there is a passenger lift to all floors in the building and WCs are wheelchair accessible.

Canon Collins Trust aims to be an Equal Opportunities Employer