



Communications Officer

www.lancastercvs.org.uk

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About us

LDCVS was founded in 1972, as one of a national network of Councils of Community Service (the precursors to Councils of Voluntary Service). Our charitable objective is “to promote any charitable purpose for the benefit of the community in the Lancaster District boundaries, to promote and organise co-operation in the achievement of the above purposes and to bring together representatives of the statutory authorities and voluntary organisations engaged in the furtherance of the above purposes”.

LDCVS exists to help our members to overcome critical challenges that the Voluntary Community, Faith and Social Enterprise (VCFSE) Sector faces.

The first is around funding - we help to facilitate the right amount of funding for the right activities, distributed in a way that sustains VCFSE organisations.

The second is around volunteering - we help our members to attract, develop and retain high quality, dedicated citizens who, through participation, make a difference in communities.

The third is around how the VCFSE Sector is perceived and perceives itself - we help to enhance the reputation, professionalism, capacity and independence of our members.

The fourth is around how the VCFSE Sector communicates, both internally and externally - we help our members to talk to each other, share knowledge, debate sometimes contentious issues and work together to create positive impact for communities. Working closely with our partners, we raise the profile and amplify the voices of local community and voluntary organisations, ensuring that they are valued, understood by commissioners and properly resourced to tackle pressing social challenges.

This purpose is encapsulated in our **mission statement**: LDCVS exists to support, connect and champion the voluntary, community, faith and social enterprise (VCFSE) sector in the Lancaster District.

We fulfil our mission by pursuing four **strategic aims**:

- support the sector: incubating, developing and sustaining voluntary and community organisations and enabling them, in turn, to support the communities that they care about
- connect the sector: forging links between individuals, communities and groups, and between the sector as a whole and other partners
- champion the sector: ensuring that both its achievements and its challenges are recognised
- be a sustainable organisation, open to new learning

The way we work is informed by our **values**:

Independence

- We are an independent voice for the Voluntary, Community, Faith and Social Enterprise sector, championing its vital role in Lancaster District

Collaboration

- We believe in partnership, in the sharing of knowledge, expertise and resources, and the importance of building trust across geographical, organisational, cultural and sectoral boundaries

Social Justice

- We value the diversity of the sector and work to promote equality, diversity and inclusion.

Empowerment

- We seek to enable communities, organisations and networks to become strong, independent and self-sustaining.

Learning

- We believe that all of us can grow, learn and develop throughout our lives but often need help to do so.

Participation

- We champion the principle of voluntary action, believing strongly in the benefits it brings to individuals and communities in our District.

Quality

- We put quality at the heart of all our activities.

The context for this post

We are looking for a creative and well-organised individual who can work across LDCVS and alongside our stakeholders to effectively promote our purpose, our activities, and our impact.

The Communications Officer will take responsibility for the content of our communications, and the method by which they are disseminated, across audiences including LDCVS staff and board members, our funders, third sector organisations, elected members and government officers, local communities, our local press, and a variety of other stakeholders.

As well as using our existing communication methods such as social media, our website, targeted emails, and a weekly membership bulletin, the postholder will have the opportunity to develop and test new styles of communication, and communication tools, and to evaluate their success.

They will create and put into practice plans which support our strategic aims and act on our ambition to engage in new ways by expanding use of video, audio and web content. We have identified the need to develop effective information-sharing and training across a number of projects which we believe can make use of these alternative means of delivery.

Our action plan for 2022 has also identified the importance of communicating the challenges our communities face and the ambitions they have for the future, as well as the increasing need to prove and discuss the impact of our work. The Communications Officer will work with our members and other stakeholders, who represent a large and diverse community, to gather information and understand their needs in addition to promoting existing opportunities and services.

The successful candidate will need to have excellent Information Technology skills, have a good broadband connection due to the need for home working and must have flexibility to fit in with the working patterns of the current team. We will provide IT kit for home working, generous terms and conditions, and a contribution to a pension scheme.

This pack contains a full job description and person specification. If you wish to have an informal discussion about the role, please contact Nick Smith (Senior Administration Officer) by email at nicksmith@lancastercvs.org.uk or by telephone on 01524 555900

Job Description

Job title	Communications Officer
Term	Permanent
Job purpose	Plan and execute promotion of LDCVS membership and services, create content for print and web (including video and audio), collaborate with staff on reporting project outcomes, and lead on social media engagement.
Location	Lancaster city centre, home working, and other locations as required
Accountable to	Senior Administration Officer
Accountable for	N/A
Salary	£24,100 per annum pro rata
Hours	28 hours per week (four days)
Relationships (Internal)	Chief Executive, Connecting Communities Officers, Finance Officer, Trustees
Relationships (External)	Voluntary Community Faith Social Enterprise organisations (VCFSE), our communities, NHS, City & County Councils, our local universities, funders, National Council for Voluntary Organisations, National Association for Voluntary Community Action, local press (Radio, newspapers etc)
Key tasks:	<p>Working with the LDCVS Team, you will take responsibility for:</p> <ul style="list-style-type: none"> • Continual improvement of LDCVS communication, ensuring all internal and external communication is streamlined. • Developing and implementing communication plans supporting the organisation's strategic aims and action plan. • Leading on social media engagement and developing new ways to engage with our audiences e.g. YouTube channel, videos; • Creating or coordinating web content and leading on opportunities to develop online content (especially video and audio content); • Assisting colleagues in demonstrating the impact of work carried out by LDCVS and the voluntary sector across the Lancaster district. • Contributing to reports, writing articles and press releases; • Writing regular sector bulletins and promoting them to a wide audience; • Managing LDCVS mailing lists and subscriptions; • Contacting existing members and associates to ensure details are correct and promote LDCVS services; • Improving LDCVS membership enrolment through active contact with members and associates • Providing regular analysis and reports to the CEO and board of trustees;

Other	<ul style="list-style-type: none"> • Undertake any other duties as appropriate to the nature of the post - as required by the Line Manager
Specific requirements	<ul style="list-style-type: none"> • Some evening and weekend work will be required
General requirements	<ul style="list-style-type: none"> • Be proficient in IT systems including Microsoft Office, Microsoft Teams, Customer Relationship Manager and in the use of social media. Must have good home or remote work location broadband connection; • Willingness to work flexibly to fit in with the team working timetable; • Contribute to monitoring & evaluation information; • Demonstrate and uphold good practice in working with and involving volunteers; • Act as a positive ambassador for LDCVS; • Work in accordance with best practice in both internal and external communications; • Attend and actively participate in staff team meetings; • Participate in supervision; • Uphold, and contribute to the further development of, LDCVS policies and procedures - including its Ethical Values Statement, Safeguarding, Equality, Confidentiality, and Diversity, Harassment and Health and Safety policies.
Terms and conditions	<ul style="list-style-type: none"> • Flexible hours • Pension contribution of 5% • LDCVS has a comprehensive Staff Handbook, which outlines the terms and conditions applicable to this post.

Person Specification

Aspect	Essential	Desirable
Personal Qualities	<ul style="list-style-type: none"> • Effective communicator • Well organised and able to work on own initiative • Positive about challenges • Team player • Ability to work under pressure, asking for support when appropriate • Commitment to equal opportunities, equality and diversity 	
Skills	<ul style="list-style-type: none"> • Collating, interpreting and disseminating information • Ability to communicate and work with people from a broad range of backgrounds and organisations • Ability to work to effectively in situations of uncertainty conflicting priorities • Communicating complex information to communities & lay audiences • Ability to work positively as part of a team • Good written and reporting skills 	<ul style="list-style-type: none"> • Skilled in giving formal presentations to a range of audiences
Experience & Knowledge	<ul style="list-style-type: none"> • Passionate about the VCFSE and communities; • Experience of design and implementation of creative and 	<ul style="list-style-type: none"> • Experience of with working with third sector organisations and communities • Experience of supporting local

	<p>effective marketing strategies;</p> <ul style="list-style-type: none"> • Experience of collating and analysing data • Experience of managing external communications (e.g. building personal networks, web, social media); 	<p>partnership working and collaboration</p> <ul style="list-style-type: none"> • Experience in working with non-English speakers and diverse cultural groups.
Information Communication Technology	<ul style="list-style-type: none"> • Competent in use of standard IT equipment and packages • Experience in use of social media in a professional context 	
Other	<ul style="list-style-type: none"> • Willingness to work flexibly to fit in with the team working timetable 	

How to apply

In this pack you will find a job description and person specification for the role.

The job description outlines the duties and responsibilities of the post. The person specification describes the range of skills, knowledge, experience, knowledge required of the post holder. The essential criteria are the minimum requirements that you will need to carry out the role effectively.

The desirable criteria will aid you to undertake the full duties and responsibilities of the post more quickly. You are not required to have them at the appointment stage. However, where there are many candidates for a vacancy, desirable criteria may assist us in the shortlisting process.

Apply by emailing your CV and a covering letter to hello@lancastercvs.org.uk, stating 'Communications Officer' in the subject line, by 5pm on 15 June 2022. Your CV must include at least two nominated referees, including your current or most recent employer, and your covering letter must explain why you have applied for this role and how you meet the person specification.

We will acknowledge receipt of your emailed application.

Equality and diversity

LDCVS is fully committed to diversity and equality of opportunity in everything that we do. [By downloading and completing the Equality and Diversity Monitoring Form](#) and sending it to us alongside your application you will help us monitor our practices. The information you provide to us is strictly confidential. This form will be separated from your application prior to short-listing, will be seen by the Chief Executive Officer only, and will not be made available to the selection panel.

LDCVS is committed to ensuring all disabled people are not disadvantaged either during the recruitment and selection process or during their employment, including making reasonable adjustments to our employment practices and premises, wherever possible, to ensure disabled people are not disadvantaged.

Interviews

If you are selected for interview, we will contact you by email before 5pm on Friday 17 June 2022. Interviews will be held online, using Microsoft Teams, on 22 June 2022.

Offers of employment

Once a recruitment decision has been made we will issue a conditional offer of employment. Full confirmation of an offer of employment is subject to the satisfactory completion of the following employment checks:

- Two satisfactory references (one must be from your current or most recent employer);
- Evidence of eligibility to work in the UK in accordance with the requirements of the Immigration, Asylum and Nationality Act 2006;
- Identity check;
- Proof of qualifications held;
- DBS Disclosure clearance (if applicable). In addition, applicants who have lived or worked overseas may be asked to obtain a certificate of good conduct to demonstrate their suitability for employment.

All new employees are subject to satisfactory completion of a 3-month probationary period.