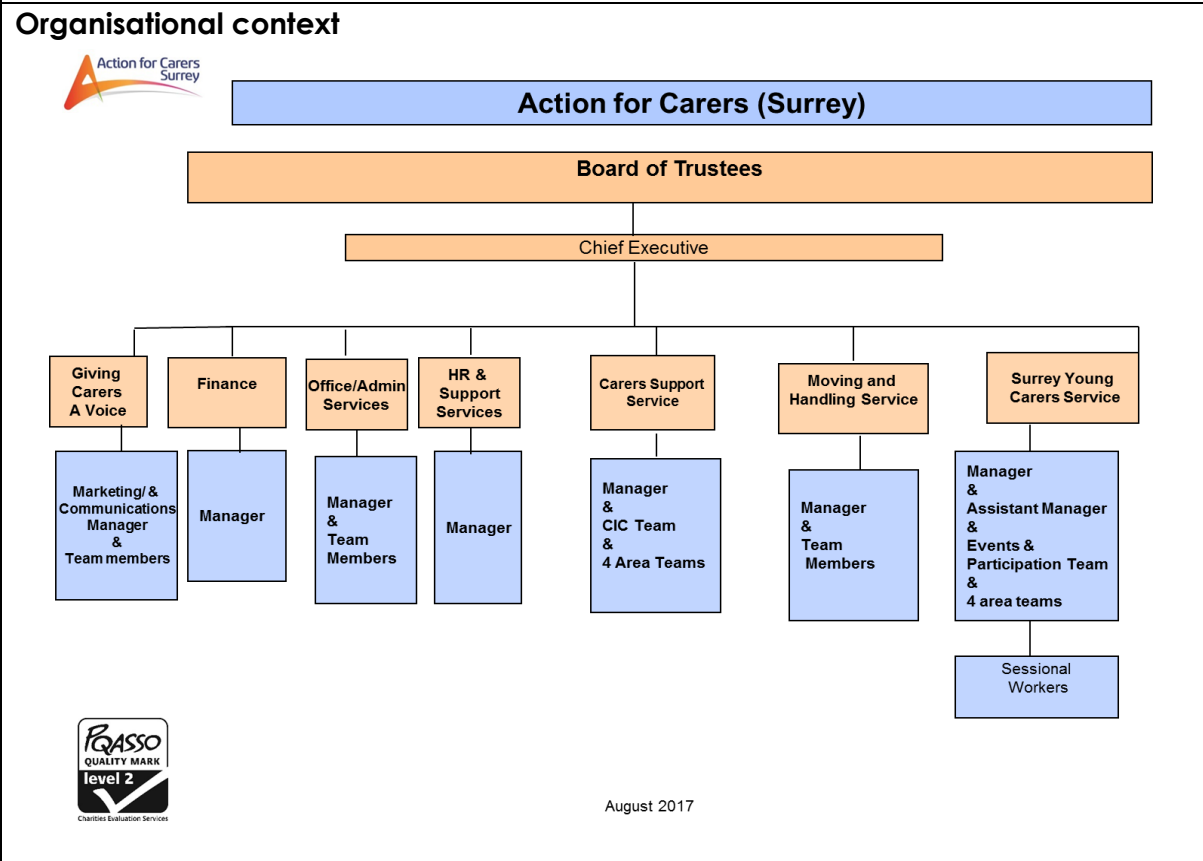


**Action for Carers (Surrey)
JOB DESCRIPTION**

Date created/updated: June 17

Job Title	Digital Communications Coordinator
Service	Giving Carers a Voice
Reporting to	Marketing & Communications Manager

Scope & Accountability
 Responsibility for effectively delivering communications activity. The role reports to the Marketing & Communications Manager and works as required with colleagues across the organisation, other stakeholders and external contacts.
 Direct reports: 0
 Headcount: 0
 Budget: TBC



Hours	18 hours per week
Salary	£12,507
Location	Guildford

Job purpose
 This role will take operational responsibility for delivering communications activity that supports and promotes all the services delivered by Action for Carers Surrey (ACS). Responsible for ensuring that agreed communications objectives and outputs are delivered, and for managing the necessary relationships with internal and external stakeholders.

Responsibilities

Headline responsibilities

1. Work closely with the Marketing & Communications Manager in developing, delivering and coordinating effective ACS communications strategies.
2. Develop the communications budget and forecast and assist with budget planning and review.
3. Manage projects including planning, implementing, developing, monitoring and evaluation.

Communication & PR responsibilities

4. Deliver quality and consistent ACS external communications and branded materials for all services.
5. Write, edit and proof read communications material to ensure consistency and compliance with ACS branding, values, key messages and style guidelines.
6. Implement recommendations of reviews of the website and be responsible for the ongoing maintenance of the website.
7. Build and cultivate relationships with local and national press and the media to raise ACS profile.
8. Work closely with all services to ensure that communications work and opportunities are coordinated and optimised.
9. Develop and implement the recommendations of the reviews of ACS social media to increase brand visibility.
10. Implement and communications plans to meet agreed objectives including monitoring, reviewing and evaluation, utilising a range of tools, including digital.
11. In liaison with Marketing & Communications Manager, keep abreast of relevant developments in communications and in carer's policy and develop relevant external contacts, including key partners.
12. Ensure that all marketing & communications activity is appropriately informed and influenced by the views and experiences of people with direct experience of caring, particularly those from hard to reach and other diverse groups, through running focus groups/consultations, events and maximising impact of digital resources.
13. Develop and lead on internal communications processes including meetings, intranet and written communications.

General responsibilities

14. Attend and pro-actively contribute to team meetings, individual supervisions with line manager and internal communication meetings.
15. Ensure all work meets current legislative requirements, good practice and is line with ACS policies and procedures, in particular to understand the responsibilities in the role in relation to safeguarding and in relation to confidentiality.
16. Work in accordance with the ACS of Conduct.
17. Understand, contribute to the development of, and implement policies, standards and procedures of ACS.
18. Attend mandatory training identified by ACS.
19. Undertake any other duties as appropriate and commensurate with the grading of the post.

Person Specification

Qualifications	Essential	Desirable
1. Minimum O'level/GCSE or equivalent Maths & English Grade B	Essential	
2. Degree / professional qualification in communications or PR	Essential	
Skills, Experience & Knowledge		
3. Minimum of 3 years experience of working with a brand	Essential	
4. Comprehensive knowledge and experience of all communication channels	Essential	
5. Minimum of 5 years experience of PR	Essential	
6. Experience of managing stakeholder relationships	Essential	
7. Knowledge and experience of planning, implementing, developing operational and project plans	Essential	
8. Experience of managing budgets and targets	Essential	
9. Change management experience	Essential	
10. Working knowledge of policy, procedure and process development	Essential	
11. Minimum 5 years experience and competence in developing web site/intranet strategies and managing delivery.	Essential	
12. Proven competence in Word, Excel, Outlook and Powerpoint plus databases, data analysis and report writing/generation	Essential	
13. Competence in MS Project 2016		Desirable
14. Experience of working in the 3 rd sector		Desirable
15. Knowledge and experience of working with cultural diversity		Desirable
16. Knowledge or understanding of carer's landscape		Desirable
17. Direct or indirect experience of caring responsibilities		Desirable
Personal qualities		
18. Strong verbal communication & active listening skills	Essential	
19. Strong written communication skills	Essential	
20. Ability to develop and maintain professional relationships and boundaries with clients and professionals	Essential	
21. Ability to multi-task, set priorities and manage time effectively	Essential	
22. Ability to use own initiative, be resilient and work without direct supervision	Essential	
23. Friendly and approachable with the ability to form and maintain good working relationships	Essential	
24. A flexible approach to working hours	Essential	
25. A positive approach to team working	Essential	
Specific requirements of the post		
26. Occasional evening and weekend hours may be required for which TOIL will be afforded	Essential	

27. Current driving license and use of a road worthy vehicle	Essential	
Other - none		