



## JOB DESCRIPTION

Job Title:	Communications and Engagement Officer
Responsible to:	CEO
Hours:	37 per week
Salary:	£22813 - 24,012 pa <i>depending on experience</i>
Pension:	8% non-contributory
Annual Leave:	25 days plus up to 8 Bank Holidays
Location:	Head office, Maesteg We are currently trialing a hybrid model of working. The place of work may change due to relocation or other reason.
Other benefits	We are committed to supporting workforce wellbeing, and encouraging diversity in our workforce. BAVO offers an Employee Assistance Programme and reduced HALO gym membership cost (corporate rates apply).

### About BAVO

Our mission is to support, promote, empower and upskill third sector organisations so that they are effective and efficient, informed and influential and can make a positive impact on people's lives. We connect people to groups and to one another so that they may play an active and positive role in their communities.

As the umbrella body for third sector organisations within Bridgend County Borough, BAVO offers support, information, advice and training to all voluntary and community groups and social enterprises operating within the county.

Our support covers development, funding, representation and volunteering.

We also receive funding to run a range of wellbeing and community development projects. BAVO is a small team of 20 people, but have over 400 member organisations, and we support third sector, voluntary and community providers and services.

We are supported by Welsh Government, Bridgend County Borough Council and the Cwm Taf Morgannwg University Health Board, and these relationships are important to us.

BAVO, along with other County Voluntary Councils in Wales and Wales Council for Voluntary Action, form a national network known as Third Sector Support Wales (TSSW). <https://thirdsector-support.wales>



## **Introduction : The Role**

This role forms a crucial part of BAVO's strategy. You will be an important member of the Membership services team, and will create and implement a range of digital platforms and media, alongside traditional marketing and promotions work.

This will support the organisation in attracting new supporters, raising our profile and generating new income streams. You will also be responsible for management and upkeep of our CRM /database and records as you will need to use these databases to pull off data and produce user-friendly and engaging reports/infographics and presentations.

You'll work closely with the Operations Manager and across our teams to help maximise digital marketing campaigns. This will include maintaining website, creating digital marketing campaigns, setting up and managing publications (newsletters and e-briefings). The role will also involve designing presentations and animations, shooting simple promo videos, email marketing, press & media liaison and identifying and testing new digital opportunities.

You will not only will work to promote BAVO, but will also seek content from our third sector members and raise the profile of voluntary and community services in Bridgend County.

The post holder will also connect to similar roles across the County Voluntary Council Network, and be our link person to Third sector Support Wales (TSSW) for our shared (national) digital platforms and services. (Training will be given for our local and national platforms).

This is a relatively new area within the organisation and so it provides an exciting opportunity for someone dynamic and motivated to make their mark! The role requires drive, energy, skills and experience to shape the work, and help us realise our ambitions.

## **Aim of the Post**

The post will lead delivery of three key functions for BAVO - Marketing, Communications and Engagement. It is a key role in supporting the work of the wider team, and of staff across the organisation. There is a focus on elevating and monitoring our service users and stakeholders experience, driving forward our brand, messaging, connectivity and voice in both English and Welsh.

## **Duties and tasks**

- Develop and deliver a marketing strategy and work programme that incorporates recruitment and retention of members and stakeholders, and drives up awareness of BAVO activity, our networks and forums, and the work of our local sector.
- Develop and deliver BAVO's Communications and Engagement plan
- Lead, plan, create, and implement a portfolio of digital and other marketing content /campaigns, working on own initiative but also where possible drawing on the rich knowledge and experiences of members and staff.
- Undertake day-to-day activity across all social media platforms, using initiative to respond to comments and private messages.
- Create and design engaging and participative social media posts and experiences, increasing awareness of our work and ensuring consistency in brand and messaging.
- Lead and deliver the promotion of a strong BAVO brand, ensuring it is reflected in our voice, published documents, templates and platforms and that it is used consistently across the organisation.

- Manage and expand core communications channels - including website, social media and design and production of publications (newsletter, annual reports, e-briefings etc.) - ensuring core messages reach our target audiences.
- Promote engagement with our members through regular comms, and testing service satisfaction through implementing user surveys and consultations.
- Assist in the development of a clear and strong supporter experience through all digital platforms, including sign up journeys, email campaigns and social media advertising.
- Lead /produce BAVO's media activity, liaising with journalists and press outlets to raise awareness of our work and increase profile of BAVO and the sector
- Write regular column articles for local publications in liaison with, and on behalf of the CEO
- Work with colleagues to develop insights and understanding of the motivations, interests and performance of our members and supporters and their digital channel activity.
- Undertake general marketing and specific campaign evaluations, providing reports on performance, learning, and recommendations to improve future performance.
- Use analytics to help optimise the website for SEO as well as a positive supporter experience.
- Work with colleagues to ensure that all digital activity and activity from our CRM's comply with our Privacy Policy and clearly reflects our aims, vision and values.
- Support and deliver any marketing/systems/ CRM training for staff.
- Deliver basic workshops/articles to guide and support our members improve their marketing and comms
- Line-manage any marketing support staff that may be appointed from time to time.
- Contribute to our quality standards and assessment processes
- Work with the CEO to procure marketing services from time to time and oversee contracts for example with designers and publishers/printers
- Undertake any other duties as required by the organisation to cover other team work or BAVO activity.

Job descriptions are subject to regular review

BAVO undertakes substantial community development activity and all staff are required to carry out their duties to support and promote capacity building within the sector. The role requires a positive attitude and approach and needs to embrace a team working environment.

The nature of this role will require the post holder to undertake a basic DBS check

## PERSON SPECIFICATION

Essential and desirable skills, abilities, experience, knowledge & special requirements for the post. This form also indicates how the different requirements may be assessed during the selection process: A = Application form, I = Interview

	Method of assessment	
	A	I
<b>ESSENTIAL</b>		
<b>Qualifications</b>		
Educated to GCSE (Maths and English) or NVQ Level 3 equivalent	√	
<b>Experience</b>		
Experience of working within a marketing/comms and/or engagement role	√	√
Experience of setting up and preparing content for digital/social marketing and comms	√	√
IT proficient including the use of a range of IT packages(e.g. powerpoints, Info graphics, Video apps, blogs, adobe, publishing etc. or similar apps/packages)	√	√
Working to tight deadlines with a minimum of supervision		√
Experience of workplace problem solving.		√
Experience of working in a busy team environment.	√	
<b>Knowledge/Technical skills</b>		
Content design, website management	√	√
Practical knowledge of branding, marketing and communications processes and planning	√	
Excellent communications skills and an ability to adapt appropriately for different audiences and communications channels	√	√
Knowledge of mechanisms of engagement with customers/service users/	√	√
Experience of upkeeping data integrity and managing a CRM and/or database	√	
<b>Competencies</b>		
Excellent people skills, with an ability to build positive relationships with others internally and externally	√	√
Effective verbal communication skills.	√	√
Exemplar writing skills. - Content, publishing and reports	√	√
Effective team working.	√	√

Excellent IT/Design skills	√	√
Ability to promote equality of opportunity, non-discriminatory practice and diversity at all times.	√	
Ability to deal with enquiries sensitively and confidentially within current Data Protection Protocol.	√	
Strong organisational skills and ability to forward plan	√	√

<b>OTHER REQUIREMENTS</b>		
Able to work occasional unsociable hours.		√
The role involves travel in the community -UK valid, full and current driving licence and have use of a car	√	
Demonstrate flexibility and open mindedness to different ways of working.	√	√
A positive attitude to partnership working and an understanding of the value of third sector services.		√
<b>DESIRABLE</b>		
Marketing, media, IT, journalism or role related qualifications or training	√	√
Membership of Chartered Institute for Marketing or similar professional body	√	
Graphic design skills	√	
Knowledge of third/not for profit sector	√	
Ability to communicate through the medium of Welsh.	√	√
Experience of Vlogs/Blogs and digital engagement	√	
Experience of working in a membership-based organisation	√	
Driving license and use of vehicle	√	

**BAVO can only employ people who are eligible to work in the UK and the post is subject to a basic DBS check.**

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