



Bridgend Association of Voluntary Organisations
Cymdeithas Sefydliadau Gwirfoddol Pen-y-bont ar Ogwr

JOB DESCRIPTION

Job Title:	Communications and Engagement Officer
Responsible to:	CEO
Hours:	30 – 37 per week (to be agreed)
Salary:	£24,496 – £25,409 pro rata pa (depending on experience)
Pension:	8%
Annual Leave:	25 days plus up to 8 Bank Holidays (pro rata where applicable)
Location:	Head office, Maesteg Agile working and offer some flexibility and a hybrid model with a 1-day office base where possible. This arrangement, and place of work may change due to relocation or other reasons.
Other benefits	We are committed to supporting workforce wellbeing and encouraging diversity in our workforce. BAVO offers an Employee Assistance Programme and corporate HALO gym membership cost (corporate rates apply).

No agencies. Previous applicants need not apply

About BAVO

Our mission is to support, promote, empower and up-skill 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 has over 400 member organisations, and we support third sector, voluntary and community providers and services.

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



Llywodraeth Cymru
Welsh Government

Introduction : The Role

This role forms a crucial part of BAVO's promotion work. You will be an important member of our team and will create content for a range of digital platforms (e.g. Twitter, FB, IG) and media, alongside traditional marketing and promotions work.

This will support the organisation in attracting new supporters and raise our profile. 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. (Training provided).

You'll work closely with the CEO, Operations Manager and across our teams to help maximise digital marketing campaigns. This will include maintaining websites, creating digital marketing campaigns, setting up and managing publications (newsletters and e-briefings) and events management. The role will also involve designing presentations and animations, shooting simple interviews and maybe promo video clips, email marketing, press & media liaison and identifying and testing new digital opportunities. Therefore, skills in the use of various software packages and apps should be in your toolbox, or you are quick to learn!!

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

The post holder will also connect to similar roles across the County Voluntary Council Network in Wales 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 improving our service users and stakeholders experience, driving forward our brand, messaging, connectivity and voice.

Duties and tasks

- Develop and deliver a marketing 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 teamwork 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.

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: Please follow this PS to describe how you meet the application form questions

<p>Method of assessment A = Application I = Interview</p>		
Essential	A	I
Qualifications		
Educated to A level, OR recent marketing /comms related experience	√	
Experience		
Experience of work 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, Canva etc. or similar apps/packages)	√	√
Working to tight deadlines with a minimum of supervision		√
Experience of working in a busy team environment.	√	
Knowledge/Technical skills		
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/	√	√

Competencies		
Essential		
Excellent people skills, with an ability to build positive relationships with others internally and externally	√	√
Effective verbal communication skills.	√	√
Good writing skills. - Content, publishing and reports	√	√
Effective teamwork.	√	√
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	√	√

OTHER REQUIREMENTS		
Able to work occasional unsociable hours.		√
The role involves travel in the community -UK valid, full and current driving license 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.		√
DESIRABLE		
Marketing, media, IT, journalism or role related degree/ 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 upkeeping data integrity and managing a CRM and/or database	√	

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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