

JOB DESCRIPTION

Job Title:	Communications and Engagement Officer
Responsible to:	CEO
Hours:	30 - 37 per week (open to discuss)
Salary:	£29,4269 pa pro rata
Pension:	8% non contributory
Annual Leave:	26 days plus 8 Bank Holidays (pro rata if applicable)
Location:	Head office, Maesteg. Primarily remote working, ideally with a 1-day per week office base where possible. This arrangement, and place of work may change due to relocation or other reasons.
Other benefits	<p>We are committed to supporting workforce wellbeing. BAVO offers:</p> <ul style="list-style-type: none"> • Employee Assistance Programme • Corporate rate HALO gym membership • Team days • Cycle to work scheme. • Childcare vouchers • Free eye tests and glasses vouchers • Learning and development opportunities

No agencies. Previous applicants need not apply

About BAVO

BAVO is the County Voluntary Council (CVC) and we are a partner to the Third Sector Support Wales (TSSW) Infrastructure across Wales.

We are the umbrella body for third sector /community and voluntary organisations operating 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 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.

Our work supports the development of resourceful, connected and coordinated communities. We connect people to groups and to one another so that they may play an active and positive role in their communities.

Our core work covers four key pillars : development, funding, representation/influence and volunteering.

We also receive funding to run a range of wellbeing and community development projects and initiatives.

BAVO has a small team of 20 people, but has over 400 member organisations, some are large charities providing key services on behalf of public bodies, some are social enterprises, and some are small volunteer led groups. The sector is diverse from climate change groups through to mental health through to mountain rescue, first responders and arts organisations and everything in between! The role is therefore also diverse and never boring!

BAVO as an employer

There is no doubt our staff are our greatest asset, their skills and expertise have been instrumental in contributing to BAVO's great reputation as an organisation that can be trusted and can deliver! We have a fantastic team.

We are a disability confident employer and a Defence Employer recognition scheme and Culturally competent silver award holder.

We offer a guaranteed interview to those with disabilities and armed forces veterans and reservists who meet the essential criteria of the person spec.

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.

Introduction Summary : The Role

This role forms a crucial part of BAVO's promotion and engagement activity. It is responsible for the digital outputs across social media channels and our website/s.

The role oversee the management of the digital platforms and create engaging content, alongside traditional marketing and promotions work (publishing, reports, editorials etc). Maximising reach and engagement through developing a marketing and comms strategy, managing our branding, maintaining websites, our CRM (training given), setting up and maintaining various social media channels, creating engaging digital content/marketing campaigns, setting up and designing/ creating publications (newsletters and e-briefings) . Upskilling staff and members, and leading on events management.

You will have skills in the use of various software packages and apps in your toolbox already. You'll be able to design presentations and SM animations, shoot simple interviews and promo video clips if needed streamline our email marketing, lead on press & media liaison and identify and Test new digital opportunities that might benefit us, You will keep us ahead of the game!

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 too.

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. (Volunteering Wales , TSSW Knowledge hub and funding.cymru)

What are we looking for?

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.

We are looking for someone who has an excellent understanding of digital communications concepts and best practice, that has experience of effectively using various graphic design and digital tools and confident working on a range of platforms (mailchimp, crowdfunder, social media, websites). Someone who is aware of emerging technologies for awareness raising and potentially income

generation; someone who knows how to target messaging and tools to engage with different audiences.

You will have experience and skills in graphic design, branding, and writing engaging creative content, stories, case studies, reports and messaging that is relevant for influencing different audiences to convey information clearly.

You will have strong project management skills and the ability to work calmly under pressure to meet deadlines.

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 Communications and Engagement plan for the organisation, creating a 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.
- Website and digital platform management – management of BAVO’s website and platforms – responsible for updating content, site maintenance, design improvements and working with graphic designers and web developers to improve functionality and create a great user experience.
- Undertake day-to-day activity across the web and all social media platforms, using initiative to respond to comments and private messages.
- 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 (Facebook, X, Instagram, Linked in, Tik Tok, Eventbrite, Mailchimp)
- Lead on the production of publications (e.g e-briefings, online newsletters, forms and guides etc.) Support the team with capturing the impact of our work through leading on the annual report. Support the team in the creation of case studies, stories, filming and any other means to showcase the outcome of our work and that of our sector.
- Ensure that all digital activity clearly reflects our aims, vision and values and complies with our Privacy Policy
- Promote engagement with our members through regular testing service satisfaction through implementing user surveys and consultations.
- Work with the team to deliver training sessions and briefings internally and externally to upskill members on the use of IT (Zoom, team, mailings) and current and new digital tools (eg. canva, social media, video editing)
- Lead BAVO’s media activity, preparing press releases, columns and editorials and liaising with journalists and press outlets
- Work with the CEO to procure marketing related services from time to time and oversee contracts for example with designers and publishers/printers
- Work with the team to plan and promote events, maintain a diary and obtain digital tools for key calendar events such as Volunteers Week, Carers Week, Small Charity Week, Pride, Armed Forces Days, and the various local, regional and fundraising awareness dates of charities and fundraisers.
- Support the team with the development of a range of webinars for the sector

Performance, Monitoring and Evaluation

- Analyse data to identify trends and insights; inform the CEO on performance, learning, and recommendations to improve future performance.
- Develop insights and understanding of the motivations, interests and performance of our members and supporters and their digital channel activity.
- Use analytics to help optimise the website for SEO as well as a positive supporter experience.
- Line-manage any marketing support staff that may be appointed sometimes.
- Contribute to our quality standards and assessment processes
- Follow all our policies and procedures
- 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 must do their duties to support and promote capacity building within the sector. The role requires a positive can-do 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

Method of assessment	A = Application I = Interview	
Essential	A	I
Qualifications		
A relevant degree or equivalent qualification in marketing or similar and at least 1 years' experience; or if not qualifies, demonstrate 3 years' experience and transferable skills	√	
Experience		
Experience of setting up and managing full range of social media platforms	√	√
Experience of maintaining a website (wordpress)	√	√
Experience of designing and leading promotional campaigns and developing engaging and accessible content	√	√
Use analytics and data to understand performance	√	√
IT proficient including the use of a range of IT packages (e.g. Microsoft 365, WordPress, Eventbrite) and Video apps, blogs, adobe, publishing, Canva etc. or similar	√	
Excellent communications skills and an ability to adapt messaging appropriately for different audiences and communications channels	√	√
Knowledge of mechanisms of engagement with customers/service users/	√	√
Excellent people skills, with an ability to build positive relationships with others internally and externally	√	√
Excellent Design skills	√	√
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.		√
Follow all policies including GDPR, safeguarding and safe working practices.	√	

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.		√
Flexible and adaptable to the changing needs of the organisations		
Desirable		
Membership of Chartered Institute for Marketing or similar	√	
Graphic design qualifications	√	
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 working in a membership-based organisation	√	
Driving license and use of vehicle	√	

In completing your application form, please use the person spec as a guide to give succinct examples of how you meet it.

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

www.bavo.org.uk



112-113 Commercial Street
 Heol y Fasnach • Maesteg CF34 9DL
 T / Ff: 01656 810400
 E: bavo@bavo.org.uk • www.bavo.org.uk
 Company No / Rhif y cwmni: 07691764
 Charity registration number / Rhif cofrestru elusen: 1146543