

## Communications Officer

<b>Team:</b>	Central Team
<b>Location:</b>	Remote (Travel to company offices will be required)
<b>Salary:</b>	£28,000 to £35,000 per annum FTE (dependent on experience) (Actual Salary: £16,800 to £21,000 pro rata)
<b>Working Hours:</b>	22.5 per week (work pattern to be agreed)
<b>Contract Type:</b>	Permanent

### INTRODUCTION

Community Led initiatives are a lived experience organisation that believes in the capacity for **human change**. We support those who have been through the criminal justice system, have been affected by drug and alcohol addiction, homelessness or mental health issues. We help them to **overcome the barriers preventing them from achieving their goals**.

We inspire people to believe that change is possible. We seek, recruit and develop employees who personify change as they will have encountered and overcome many of the barriers which the people we support will face.

We provide one-to-one peer support and group work activities to help the people we work with to achieve their personal goals. In addition to addressing their practical and emotional needs we help them to develop a new positive sense of self. By the end of our mentoring relationship, the people we work with feel empowered to move their lives forward independently and build upon the successes achieved with us.

Many of the people we work with go on to volunteer here at CLI to help build their CV, develop skills, gain meaningful work and bring utility to their past. And we are proud to say that a significant number of CLI mentoring programme graduates go on to become long term ambassadors for change.

We work in partnership with other organisations that are striving to deliver positive impacts, support change, and share our commitment and values.

And we actively welcome those with lived experience of offending, addiction, homelessness, or mental health issues as part of our team. Where others see risk, we see opportunity.

**We believe everyone deserves to feel valued, to be happy, to belong.**

## JOB SUMMARY

As the Communications Officer you will take ownership of CLI's marketing and communication strategy, digital presence, public relations and brand consistency. You will report to the Data & Performance Manager, who will provide guidance, oversight and support. However, the day-to-day leadership of communication and marketing activity, planning, prioritising and delivering will sit with the Communications officer.

The role will require you to be creative and work independently using your own initiative whilst ensuring you can lead CLI into their next phase of strengthening our public profile. This role requires someone who can think strategically and build structured plans whilst shaping how CLI is seen, understood and experienced by our various stakeholders.

## KEY DUTIES & RESPONSIBILITIES

- To be responsible for all internal and external communications whilst ensuring they remain up to date and relevant.
- To lead on content creation for CLI digital and social channels.
- To build relationships with local partner agencies, local press and other key stakeholders to build our reputation which will support current and future contracts.
- To research and respond to local priorities.
- To ensure all communications are compliant with CLI policies and Data Protection.
- To translate strategic direction into focused communications and campaigns that will support CLI's strategic goals/priorities.
- To lead, develop and implement on all aspects of CLI's digital brand, creative and campaigns strategy.
- To develop appropriate and relevant messaging for our area of work ensuring the messaging remains clear and accessible to our audience.
- Oversee the planning and delivery of high quality, compelling campaigns and creative content across all digital platforms and social channels.
- Adopt a test-learn-adapt approach to improve engagement, acquisition and conversation.
- To lead and be responsible for CLI website content, ensuring it remains engaging, relevant and up-to-date.
- Provide clear updates, reports and recommendations to SMT.
- To ensure CLI's brand is used appropriately, ensuring consistent quality, tone and visual identity.
- To champion CLI's purpose and values internally and externally, strengthening trust, understanding and community reputation.
- Identify and develop new and emerging channels, formats and technologies to reach new audiences.
- Lead communications and marketing innovation, through applying data led decision making to test and scale effective approaches.
- Produce and edit video content.
- Support promotion of CLI events and recruitment.
- Design marketing materials using Canva.
- Undertake any other duties as may be reasonably required.
- To be able to work flexibly when necessary.
- To carry out such other relevant duties, as required.

# PERSON SPECIFICATION

<b>Qualifications &amp; Experience</b>	<b>Essential</b>	<b>Desirable</b>
Degree, studying towards a degree or professional qualification in Marketing, Communications, Media, PR or related field (or equivalent experience)	<input checked="" type="checkbox"/>	
Experience in brand, digital, marketing or communications.	<input checked="" type="checkbox"/>	
Demonstrable experience leading integrated campaigns across multiple channels (digital, PR, social, email, print, content) with measurable impact.	<input checked="" type="checkbox"/>	
Experience creating digital content (graphics, video, photography)	<input checked="" type="checkbox"/>	
Experience implementing new tools, platforms, AI-supported communication approaches or technology upgrades.		<input checked="" type="checkbox"/>
Experience developing or contributing to a marketing strategy.		<input checked="" type="checkbox"/>
Experience working in a community focused environment.		<input checked="" type="checkbox"/>
<b>Knowledge</b>	<b>Essential</b>	<b>Desirable</b>
Knowledge and understanding of brand consistency and tone of voice	<input checked="" type="checkbox"/>	
Knowledge and understanding of PR and reputation management	<input checked="" type="checkbox"/>	
<b>Skills &amp; Attributes</b>	<b>Essential</b>	<b>Desirable</b>
Self-motivated, solutions focused and have an analytical mindset.	<input checked="" type="checkbox"/>	
Excellent communication skills, both written and oral with strong attention to detail.	<input checked="" type="checkbox"/>	
A positive 'can do', solution focused attitude.	<input checked="" type="checkbox"/>	
Ability to build positive working relationships with the Senior Management Team, employees and external stakeholders.		
Ability to think strategically and translate ideas into action	<input checked="" type="checkbox"/>	
Ability to work independently, planning your own workload effectively and take ownership of responsibilities.	<input checked="" type="checkbox"/>	
Confident using Canva or similar design platforms.	<input checked="" type="checkbox"/>	
Excellent organisation and time management skills with ability to multi-task and prioritise work.	<input checked="" type="checkbox"/>	
Ability to film and edit short-form video content.	<input checked="" type="checkbox"/>	
Ability to work as part of a team as well as on your own initiative with minimal supervision.	<input checked="" type="checkbox"/>	
Ability to think creatively and problem solve.	<input checked="" type="checkbox"/>	
Warm, approachable and comfortable engaging with a variety of people.	<input checked="" type="checkbox"/>	
<b>Other</b>	<b>Essential</b>	<b>Desirable</b>
Current driving license, use of car and appropriate business use insurance (this will be required for travel to all CLI offices when required).	<input checked="" type="checkbox"/>	



# EMPLOYEE BENEFITS

**Holidays:** 28 days plus bank holidays with Christmas closure between Christmas and New Year for all employees. Annual leave increases in line with length of service.

**Birthday:** Enjoy an extra day off on your birthday.

**Training & Development:** 2 hrs per month to focus on learning and career development.

**Reflective Practice and Monthly Coaching:** An opportunity to evaluate actions and experiences to gain insights and improve future performance.

**Wellbeing:** Your health and wellbeing matters to us. We run regular monthly wellbeing activities, giving you dedicated time with your colleagues to focus on your wellbeing. We also hold regular social events to help you connect with your colleagues in a relaxed and fun setting.

**Employee Assistance Programme (EAP):** This provides all employees a safe space to discuss any of their personal or professional challenges. It is a confidential service available 24/7 for all employees and their immediate families that includes, short-term counselling, legal advice, and financial guidance.

**Pension:** Peoples Pension scheme, contributions are 3% employer and 5% employee.

**Life insurance:** Five times salary.

**Volunteering Days:** An opportunity to give back to the community.

**CLI Staffing Group:** An active forum to share your opinions to influence and change the way CLI operates.

**Employee Social Fund:** An initiative designed to bring the organisation together on a social level, fostering relationships and incorporating our values.

**Refer a Friend Scheme:** An opportunity to qualify for a £250 reward voucher if you refer someone you know into any paid, externally advertised position (permanent or fixed-term) within CLI.

**WE ARE GOLD ACCREDITED BY INVESTORS IN PEOPLE, ACCREDITED BY THE LIVING WAGE FOUNDATION AND SUPPORTERS OF THE GREATER MANCHESTER GOOD EMPLOYMENT CHARTER**



# CLI VALUES

 **community** Inspire  
led initiatives Transform  
Flourish



## People First

People are our top priority. We care so everyone can be their best.

- We care about our work, our colleagues and our service users. We strive to be helpful, kind, understanding and inclusive in everything we do.
- We set clear boundaries.
- We show appreciation to our colleagues and team.
- We take accountability and ownership.
- We are collaborative and embrace diversity.

## Community

Our actions and support help build stronger communities where people can find their place and thrive.

- We make a positive impact and contribute to building stronger communities for now and the future.
- We work to increase access and opportunity for all whilst adjusting to meet changing community needs.
- We provide a fun and supportive environment that empowers service users to grow, learn and flourish.
- We collaborate with stakeholders and partner agencies, always putting service users at the forefront of our decisions.
- We build partnerships through open, clear and honest communication.
- We honour our commitments and focus on "how can it be done?"

## Transformation

We do challenging work, creating positive change that helps people move on with their lives.

- We believe that small ongoing improvements can result in major positive changes.
- We embrace change.
- We dare to be different and challenge the status quo.
- We use our imagination to propose new ideas and solutions.
- We view problems and ideas in a fresh way.
- We take smart risks.

## Excellence

We strive to always be our best, to exceed expectations, to learn from our mistakes.

- We are committed to delivering the highest quality service.
- We are committed, courageous and resilient.
- We persevere and overcome difficulties.
- We continue to learn and grow.
- We work with drive and determination and are motivated to step up in any way possible.

## Trust

We trust ourselves, our colleagues and those we work with to do the right thing, to show respect, integrity, acceptance and fairness in all we do.

- We are professional, ethical and trustworthy.
- We are committed to being honest, professional, and accountable in our relationships and in everything we do.
- We are transparent and open.
- We tell the truth openly and without hesitation.
- We believe in doing the right thing and question when others speak or act in a way contrary to our values.