

Job title	Communications Executive
Purpose	To support communications, marketing and development goals
Reports to	Marketing & Communications Manager
Salary Range	£19,305 - £20,299 per annum [pro-rata for part-time]
Job hours/days	Full time up to 37.5 hours p/w. Initially, 2 year fixed term contract
Location	Hybrid home/office working, with office base in Aylesbury, Buckinghamshire. Occasional travel around Buckinghamshire and outside the county.
Closing date	12 th June 2022

Main Duties

- Work under the direction of the Head of Development and the Marketing & Comms. Manager to help achieve HoB's communications, marketing and development goals and objectives
- Help to maintain excellent client relationships through superior customer service skills
- Support the Marketing & Comms. Manager, to ensure that the HoB brand and image is promoted consistently
- To support the professional and efficient delivery of HoB events

Specific Responsibilities

Communications

Working with the Development Team to implement the communications strategy. To include, but not limited to:

- Regular, timely and high quality social media content
- Production of materials such as newsletters
- Ensure the consistency of HoB brand where displayed externally
- Assist with routine maintenance of website content
- Assist with fact-checking, copy-editing, and formatting assistance during the creation of promotional materials
- Support the Development Team to organise and deliver internal and external conferences and events



Reporting, research and record-keeping

- Support the generation of new business/leads based on knowledge of the sector, as well as publicly available data research and enquiries and initial contacts, as directed.
- Ensure that supporter and marketing data is kept GDPR compliant eg up to date, and relevant.
- Support the maintenance of a relevant library of pictures and stories, ensuring appropriate consents are in place.

General Operations

- Customer relations: Managing incoming and outgoing routine telephone calls, emails and general enquiries
- Record keeping and reporting – keeping our multi-purpose database up to date and relevant.
- Office admin – helping to keep our premises resourced and operational
- Work across other areas of our work to help manage peak periods of demand as required

Other reasonable administrative duties as required, to ensure that the charity operates smoothly. Other reasonable administrative duties as required, to ensure that the charity operates smoothly.

Management & Budget responsibility

Reports to: Marketing & Communications Manager
 Line Management responsibility: none
 Budget responsibility: no direct responsibility

Person specification

	Essential	Desirable	To be tested by (A= application, I = Interview, T=Test)
Qualifications			
4 GCSEs at grades 9 to 4 (A* to C), level 2 NVQs or equivalent		X	A,I (Test if the desirable quals are not present)
Knowledge			
Experience of creating content for and posting to social media channels	X		A,I,T
Experience of routine of website management (especially Wordpress)		X	A,I
Knowledge of design and marketing packages e.g. Canva, Adobe InDesign, DotMailer or similar		X	A, I



Experience of using Salesforce (or similar CRM systems)		X	A,I
Knowledge of the voluntary/community sector in Bucks		X	A,I
Knowledge of the local business community			A,I
Understanding of the need for confidentiality and discretion with sensitive information	X		A,I
Experience in research		X	A,I
Skills			
Previous experience in a similar role		X	A,I
Excellent organisational and administrative skills: The ability to manage multiple priorities, work well under pressure and meet deadlines	X		A,I
Excellent interpersonal skills, able to work collaboratively with a variety of internal and external stakeholders	X		A,I
Excellent written and verbal communications	X		A,I,T
Personal attributes			
Enthusiastic and responds positively to opportunities	X		I
Self-motivated and self-organising with high levels of initiative	X		I
Confident, approachable and personable	X		I
Attentive to detail and completion of projects	X		A,I
Other			
Access to independent travel		X	A
Ability to work out of hours (time off in lieu)	X		A,I

Application process

This post is offered on a two year fixed term contract, with the potential for extension after one year.

Please e-mail your cv **and** a covering letter to Carolyn@heartofbucks.org outlining how your knowledge and skills are a good fit for this role. Please consider each element of the person specification with reference to your experience, skill, and knowledge gained in employment, voluntary work, studying, or a personal setting.

Whilst we would prefer a candidate who is able to work five days per week, we would consider other work patterns for the right candidate.

Heart of Bucks is a Disability Confident Employer, committed to equality of opportunity and celebration





of diversity. We are signatories to the Mindful Employer Charter and are a Living Wage Employer. We take great care to ensure that our actions as an employer reflect our values. We promote equality of opportunity and welcome applications from a wide range of candidates. We select candidates for interview based on their skills, qualifications and experience and will ask about any reasonable adjustments you may require when inviting candidates to interview.

Applicants with "unspent" convictions are asked to disclose this as a separate appendix to your covering letter so we can work with you to assess what impact (if any) this may have on your potential employment with us. There is more information about this here: <https://www.gov.uk/tell-employer-or-college-about-criminal-record/what-information-you-need-to-give>

Closing date for applications is 12th June 2022. Interviews for short-listed candidates will take place in the week commencing 20th June 2022.

