

Kingston Voluntary Action

Job description and person specification: Communications Executive

Job Title:	Communications Executive
Salary:	£26,453 (WTE £30,756)
Hours of Work:	28 hours per week
Contract:	This is a permanent role
Accountable To:	The Chief Executive

Key working relationships: Staff, volunteers and trustees of Kingston Voluntary Action. Stakeholders including other VCS organisations and statutory services, including, Kingston Council and Kingston Clinical Commissioning Group

Summary

Kingston Voluntary Action (KVA) is looking for a dynamic, experienced communications professional, who is passionate about the role of the local community and voluntary sector.

This is a senior role, for a proactive individual who will relish the challenge of taking full responsibility for designing and delivering a comprehensive communications offer for KVA, and the wider sector.

Main responsibilities

- Lead on the design and delivery of a high impact multi-channel communications and marketing strategy to raise the profile of Kingston Voluntary Action to key stakeholders. Including ongoing training and events marketing
- Build a bank of case studies of the work of KVA, working with colleagues across a number of KVA projects
- Identify opportunities and work proactively and reactively to promote the work of voluntary and community organisations working with, who in turn, delivering services to residents of the Royal Borough of Kingston.
- Develop a local Voluntary and Community Sector Communication 'network' (could be virtual) and which can support other KVA work in particular *'Connected Kingston' Social Prescribing project, to maintain a high level of local engagement*
- To write, edit and produce key publications in a range of media, with KVA staff, external designers and printers, as necessary. Such as an annual impact statement.
- To gather news and information and to write, produce and circulate a fortnightly KVA newsletter.
- To oversee the KVA website administration ensuring that information is up-to- date and accurate and develop new functions and features as required
- To maintain and promote KVA 'corporate identity', ensuring it is reflected across print and electronic media,
- Work with projects that are part of the KVA family, providing advice and guidance on their marketing and looking at ways to cross-promote different projects.

- To work with other members of staff on KVA events, ensuring that display, marketing and information materials are provided and promoted appropriately
- To lead on ensuring KVA remains GDPR compliant
- Overall responsibility for maintaining KVA's database VC Connect, ensuring it is fully embedded in the organisation, including supporting and training KVA staff as necessary
- Using the database to report on KVA performance against KPIs

Health and Social Care responsibilities:

This post is part funded, through a Health and Social Care Contract from Kingston Council and this area requires focus on:

- Work with the Health and Social Care Manager to deliver the Health and Wellbeing Network, and disseminate relevant news to network members, through ad hoc emails and a monthly newsletter.
- Represent the sector on the South London Health and Care Plan Communications group.
- Support the promotion of Connected Kingston, the new social prescribing programme in Kingston to the voluntary sector
- Work with council colleagues and other stakeholders, to design and deliver a public facing campaign for Connected Kingston.
- Lead on ongoing communications to Connected Kingston stakeholders, including shaping messaging, supporting events and writing monthly briefings.

General Duties

- Attending Manager and staff meetings.
- To carry out responsibilities/duties within the framework of KVA's Equal Opportunities and other Policies, at all times.
- To carry out additional tasks that may be required from time-to-time in order to achieve agreed project outcomes and outputs, and personal appraisal targets agreed with the Line Manager.
- To undertake training and constructively take part in meetings, supervision, seminars and other events, and to assist with the effective development of the post and post holder.
- To carry out duties and responsibilities in accordance with KVA's Health and Safety Policy, and relevant Health and Safety Legislation.

Person Specification

- Competent with Microsoft office 365 word package and ideally with Mailchimp newsletter software.
- Educated to degree level or equivalent experience gained.
- A confident communicator with exceptional writing skills
- At least 3 years' experience in a communications or marketing role
- Team Player
- Proactive, self-motivated and innovative.
- Meticulous organisation with attention to detail and the ability to work in a fast-paced environment, prioritising workload accordingly and working effectively to deadlines.

- Knowledge of using social media strategically
- Experience of working the voluntary and community sector (desirable)

Closing Date

Application form



Job Application -
latest.docx

Please include details of two referees.

To discuss the role, please contact Patricia Turner, CEO, KVA on 020 8255 3335 or email patricia.turner@kva.org.uk

Closing date: 23.30 6th January 2019

Interviews to take place during the week commencing 21st January 2019

Due to limited resources, we regret that only shortlisted candidates will be contacted