**Job Title: Communications and Outreach Officer**

**Employer:** RIVERSIDE SCHOOL, Barking, Renwick Road, IG11 0FU (as accountable body)

*\*support from TWCP resident steering group as the project transitions to a charity*

W: [www.riversidecampus.com](http://www.riversidecampus.com) / [www.twcp.org.uk](http://www.twcp.org.uk) T: 020 3946 5888 / 07827 258411

**Reports to:** Head of Communications and Programmes

**Salary:** £26,520 pro-rata (28 hrs per week, plus 17.2% pension contribution)

**Location:** Thames Ward, London Borough of Barking and Dagenham

**Contract:** Short term contract to 31st March 2021 (with plans for renewal)

**Start date:** As soon as possible.

**Thames Ward Community Project (TWCP):**

TWCP is developing a charitable company and transforming the area into a place that people are proud of, where they can see a positive and exciting future and feel able to influence and shape the changes that are taking place over the next decade and beyond. TWCP will lay the foundations for a community that has a strong identity and sense of common purpose; that takes great pride in the rich diversity of its residents; that feels it can shape its own future rather than simply be on the receiving end of decisions made elsewhere; that is better prepared to meet the challenges of major physical and demographic changes over the coming years; and that is determined to play its part in transforming services.

**Purpose:**

The Communications and Outreach Officer will work with the Head of Communications and Programmes, resident trustees and the wider Thames Ward community to consolidate the communications infrastructure and ensure the promotion of resident voice through high quality communications, informed by regular community outreach.  The postholder will use strong marketing, social media and communications skills to enable residents to become active and enterprising citizens, working together for the common good of existing and future communities. This post is funded by Trust for London.

**Thames Ward:**

As the most deprived ward in the London Borough of Barking and Dagenham. It has:

* the second highest concentration of lone parents in the borough
* teenage pregnancies at 56 per 1,000 girls under 18 (nearly double national average)
* an employment rate of 58% (compared to London’s 65.4%)
* 8.3% of adults are claiming JSA (compared to London’s 5.6%)
* 44.4% of properties in the ward are social housing (compared to 24.1% across London)
* 24% of adults are without qualifications (compared with 17.6% across London)
* child poverty is 47.2%, (compared to 25% nationally) and
* 31.3% of older people are living in poverty (compared to 13% nationally).

Social cohesion has been a major problem over the last twenty years as the Borough has been transformed from a white working-class area to a multi-racial part of Greater London.  The next twenty years will bring another massive change, as large tracts of derelict land along the River Thames are reclaimed and developed to build nearly 11,000 new homes on the Riverside site alone, thus doubling the ward population by 2023.

**Main responsibilities:**

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| **Strategic leadership** | * Work with the Head of Communications and Programmes to develop/deliver comms strategies across the entire spectrum of resident-led communications disciplines including: media and public relations, internal comms, brand marketing, advertising, marketing, digital and social media and production of materials
* Report on and analyse all aspects of communications
* Develop key messages, lead on creating and maintaining appropriate and consistent language and terminology across all media
* Act as a ‘brand guardian’ ensuring consistency across all internal and external communications
* Identify issues that could potentially damage the organisation’s reputation and recommend actions to mitigate this risk
* Keep up to date on best practice within the charity sector generally and particularly changes to data protection, communications innovation, legislation, and codes of practice
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| **Newsletter and other Publications** | * Design, copy-write and distribute regular e-bulletins to promote publications, programme activities, events and other key information
* Oversee the management of our database
* Lead on copywriting and production of marketing materials and key publications including Annual Review.
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| **Website** | * Take responsibility for the development and management of the website and blog, including generating content, making improvements to functionality, maximising its potential and monitoring its performance.
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| **Social media** | * Manage and expand social media presence, sourcing and sharing newsworthy information from across TWCP.
* Produce regular reports detailing social media activity to share with staff and steering group members
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| **Publicity and media** | * Increase the organisation’s profile across a range of media outlets, and with influencers and organisations
* Act as a spokesperson when necessary
* Develop relationships with target media representatives
* Write releases, articles and statements
* Respond to requests from the press for comments, views and supporting information and maximise opportunities for further engagement on relevant topics
* Supervise and advise other staff members and trustees in their drafting of communications plans and statements
* Identify opportunities for TWCP programmes/activity to be nominated for awards
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| **Internal communications** | * Enhance communications with colleagues and develop an understanding of TWCP’s work and needs of its users
* Provide training to staff on branding where necessary and ensure staff are well briefed on key communications issues
* Analyse all aspects of communications on a quarterly basis and prepare a report to present
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| **Staff and supplier management** | * Manage any volunteers and interns
* Manage relationships with suppliers of services essential to communication work
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| **Other** | * Take an active role in TWCP’s external events
* Support TWCP’s fundraising, services, education and public affairs activities
* Participate in cross-functional projects
* Reach out to residents across the whole community, listening to and recording their views, building relationships with those who want to get involved, encouraging participation with a view to generating and supporting local action and campaigns.
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**Person specification:**

Applicants will be assessed through a combination of application form, personal statement and interview. The successful applicant will be required to undertake a satisfactory Enhanced DBS check.

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| **REQUIREMENTS** |  | **ESSENTIAL** | **DESIRABLE** |
| **QUALIFICATIONS** | Subject of relevance to community work, strategic communications or marketing |  | ✓ |
| **EXPERIENCE** | Experience of managing websites and social media profiles | ✓ |  |
| Experience of producing and editing short promotional videos for use on social media |  | ✓ |
| Able to demonstrate previous experience of work in a community setting in areas with high levels of poverty/disadvantage  |  | ✓ |
| Able to demonstrate previous experience of campaigning; customer and public relations; social and market research; journalism and media; sales and merchandising; business and marketing |  | ✓ |
| **KEY SKILLS AND KNOWLEDGE** | Excellent communication skills – able to translate issues into opportunities for action and build successful well-defined campaigns led by local people  | ✓ |  |
| Functionally literate, able and willing to keep written and electronic records | ✓ |  |
| Capable computer user including email, word processing, social media, basic Excel spreadsheets.    | ✓ |  |
| Able to work constructively in team situations | ✓ |  |
| Knowledge of WordPress or similar website creation platform and content management system. | ✓ |  |
| Knowledge of Mailchimp or similar marketing platform | ✓ |  |
| Knowledge of Hootsuite or similar social media management platform | ✓ |  |
| Knowledge of local area |  | ✓ |
| **PERSONAL QUALITIES & VALUES** | Self-organised and with high level of self-motivation to achieve in the role and work independently | ✓ |  |
| Versatile and flexible approach to work. Able to manage own time effectively and work anti-social hours (evenings, weekends) as necessary | ✓ |  |
| Personal integrity. Willing to be accountable and adhere to a Code of Conduct, understand confidentiality and Data Protection issues.  | ✓ |  |
| Able to take challenge and criticism and deal with setbacks | ✓ |  |
| Respectful, open, and sensitive to others’ history and experience. Sensitive to local cultures and languages. Positively committed to anti-discriminatory practice and social justice and actively promote diversity | ✓ |  |
| Able to overcome negative and apathetic attitudes – motivate, inspire and enjoy and value helping others achieve and develop their potential (shows persistence and determination to achieve results) | ✓ |  |
| Committed to self-development and learning: able to apply, transfer and build on what they do. Willing to support the learning of others | ✓ |  |
| Demonstrates insight, experience, and resourcefulness - understands the context and practice of community action.  |  | ✓ |

**Terms and Conditions:**

**Employer:** Riverside School

**Timescale:** We would like to appoint the Communications and Outreach Officer as soon as possible. This is a part time post, initially until 31st March 2021, with plans for renewal pending the securing of wider organisational funding.  During that time we will seek to expand the team and implement sustainable long-term changes. We need an experienced Communications and Outreach Officer to help us take this project to the next level.

**Supervision and support:** The Communications and Outreach Officer will be employed by and based at the school, accountable to the Head of Communications and Programmes. S/he will be supported by a steering group, including people with relevant experience of communications, marketing and community organising.

**Equal opportunities:** Riverside School is an equal opportunities employer and is committed to the protection and safeguarding of children and young people in our recruitment procedures and in all our work across and beyond school. The school adheres to statutory guidelines in respect to safe recruitment. All persons employed by the school, in any capacity, will undergo an enhanced Disclosure and Barring Service (DBS) check, and confirmation of employment is subject to a successful outcome. All teaching staff members recruited by the school have their eligibility to teach checked with the DfE.

**Application:**

**Application form:** as attached

**Closing date for applications:** 12:00 midday, 30th November 2020

**Interviews:** 7th December 2020

**Send application to:** info@twcp.org.uk

**For further information call:**07827 258411

**Website:** [www.twcp.org.uk](http://www.twcp.org.uk)