

Communications Officer or Senior Communications Officer (depending on experience)

Recruitment Pack



About Us



CBM UK

CBM is the UK's largest charity focussed on transforming the lives of people affected by disability in the world's poorest places, reaching around 70 million people globally each year. Working through local partners and based on Christian values, we prevent blindness, improve health and help disabled people fulfil their potential.

CBM UK is one of 11 member associations around the world and is based near Cambridge. Our team of 25 staff, together with our committed Board of Trustees, has ambitious plans for the future.

CBM UK's Fundraising & Communications Department

Our Fundraising and Communications Department is a dynamic team of 13, dedicated to maximising funds available for our charitable work and increasing the impact of CBM and our key messages. Our fundraising streams currently include major individual donors, trusts & foundations, legacies, corporate partnerships, direct marketing, community fundraising, as well as statutory partnerships. Our 100,000 inspirational UK supporters give around £6m annually and we have exciting growth plans under development.

The Communications Team

Sitting within the Fundraising & Communications department, the Communications team plays a crucial part in the organisation's work, responsible for expressing our brand with maximum impact to engage our target audiences and inspire them to act.

Employee Benefits

- All full-time employees are entitled to 25 days holiday per year in addition to UK public holidays
- CBM places an emphasis on professional development and training for its employees in order to enable them to fulfil their roles. We support employees in their desire to further their qualifications and careers, including offering opportunities to undertake study for relevant qualifications. Specifically, the person in this role could receive fully funded support for study towards a Chartered Institute of Marketing or Institute of Fundraising qualification
- A visit to one of our projects overseas may be possible
- Salaries are regularly reviewed to attract, develop, motivate and retain the appropriate calibre of employees
- We offer family-friendly benefits for staff members with a young family to look after – flexible working, homeworking, maternity/paternity/adoption and parental leave policy
- CBM UK offers a competitive pension scheme. Subject to you making a minimum pension contribution of 5%, CBM UK will make a payment of 7% of your annual salary towards the organisations pension scheme.
- As part of its commitment to its work with disabled people, CBM UK is a Disability Confident Employer (formerly the “two ticks” scheme) and aims to help successfully employ and retain disabled people and those with health conditions. We have a comprehensive equality and diversity policy
- CBM UK offers a free Lifestyle Counselling Helpline & Online Support Service for counselling and support
- Childcare Vouchers
- Bike to work scheme
- Season Ticket loan
- Free tea/coffee facilities, with weekly fruit bowl.

The Role

Salary: £22,176-£30,905 (band 3 or 4 dependant on experience)

Based: Oakington, near Cambridge (Potential move to central Cambridge office in 2017)

Reports to: Communications Manager

Key responsibilities

Purpose: To deliver strong organisation-wide communications in line with brand guidelines. To implement CBM UK's strategy for communications and contribute to its development.

Key responsibilities

1. Communications and networking (95%)

External

- a) Identify and research stories appropriate for our target audiences to promote via the media, digital platforms and other channels.
- b) Provide regular content for our websites and social media platforms to engage our target audiences and inspire them to act. Work with external agencies as appropriate for technical support. Monitor performance and keep up-to-date with online fundraising and communications developments across the sector to enable CBM to continually improve and develop our online activity.
- b) Proactively seek out positive media coverage promoting CBM and its key messages, including by preparing, issuing and "selling in" press releases and pitching interviews and features. Develop effective working relationships with target media, respond promptly to queries, sometimes out-of-hours. Collate relevant coverage to increase effectiveness of activity.
- c) Coordinate communications campaigns and produce publications, film material and other resources. Includes writing copy, sourcing images, working with external agencies and obtaining content from others as appropriate. Collect and analyse data and other relevant information to facilitate improvements to activity.
- d) Coordinate implementation of high-profile supporter strategy, building and maintaining relationships with key Patrons/Champions/Friends, researching prospects, and contributing to plans to use them appropriately to support fundraising and advocacy.

Internal

- e) Help ensure CBM's brand is presented consistently and appropriately, including by providing resources and support to staff. Be an outstanding advocate for CBM, delivering communications in line with the vision and values of the charity.
- f) Work with colleagues to develop compelling cases for support, campaigns, human interest stories, image library and supporting material for advocacy work. Upload resources to CBM International resources database.
- g) Work with other teams, including CBM International, to maximise cross-fertilisation opportunities and integrated working.

2. Planning, reporting, budgets (5%)

- a) Ensure appropriate recording of communications activity through the supporter database where possible, or standard spreadsheets or files.
- b) Collect and analyse information on communications activity to enable reporting on key performance indicators, milestones and targets to facilitate informed decisions; recommend and improved working practice.
- c) Plan, deliver and report on campaigns/projects within an agreed budget.

3. Culture

- a) Help develop a culture of enthusiasm and success which reflects the ambitions of CBM UK.
- b) Play an active role across the CBM UK team, promoting positive working and innovation. Seek to improve working practice at all opportunities.

4. Other

- a) In the event of a major emergency appeal, contribute to developing and implementing an appeal at short notice.
- b) Contribute to the development of communications strategy, led by the Director of Fundraising & Communications and Communications Manager.
- c) Occasional out of normal office working hours. Occasional travel in the UK and, more rarely, overseas.
- d) Carry out other duties as required by the Director of Fundraising & Communications and Communications Manager.

Person specification

	Senior Officer	Officer
Experience and knowledge		
Experience in a comms/media function delivering successful impactful communications	Essential	Desirable
Demonstrable success securing media coverage	Essential	Desirable
Experience using digital channels, preferably to enhance brand and communications or for fundraising	Essential	Desirable
Experience of using digital channels for fundraising	Desirable	Desirable
Understanding of a wide range of effective communication tools and techniques	Essential	Essential
Experience of managing external providers and agencies	Essential	Desirable
Experience reporting against plans and working within budget	Essential	Desirable
Experience acting as a spokesperson	Desirable	Desirable
Experience working with high profile individuals	Desirable	Desirable
Experience of working in a developing country context and/or in the development sector	Desirable	Desirable
Experience of working in a fundraising environment	Desirable	Desirable
Knowledge of disability issues	Desirable	Desirable
Experience of communicating with Christian audiences	Desirable	Desirable
Skills/competencies/personal qualities		
Confident, persuasive and friendly manner, able to build strong relationships and network. Able to act with tact and diplomacy. A people person	Essential	Essential
Outstanding written and verbal communications. Ability to write compelling and inspirational content for a variety of purposes. Excellent English language skills	Essential	Essential
Excellent journalistic skills and news sense. Understanding of what secures media coverage, ability to extract newsworthy information and pitch news content and features convincingly to journalists	Essential	Desirable
Intellectual curiosity to understand and simplify complex arguments within international development	Essential	Essential
Excellent organisational skills, ability to prioritise and manage a busy and varied workload	Essential	Essential
Robust, 'can-do' attitude that thrives on challenges. Target driven	Essential	Essential
Willingness and ability to travel	Essential	Essential
Strong IT skills, familiar with using a wide range of digital tools, software packages etc and quick to learn to use new tools	Essential	Essential
Problem solving: able to evaluate issues, come up with creative solutions, and make a convincing case for those solutions	Desirable	Desirable
Adept in use of MS Office and basic image editing	Desirable,	Desirable
Sympathetic to Christian values	Essential	Essential
Qualifications, training, and education		
Educated to degree level or equivalent	Desirable	Desirable
Professional communications qualification (eg CIPR) or in International Development	Desirable	Desirable

Useful Information

Shortlisting and Interviews

CBM UK is an equal opportunities employer and we are committed to ensuring all applications are treated fairly.

All applications are subject to our shortlisting process; if you are shortlisted we will contact you and invite you to attend an interview. You will also be advised at this point if there will be any skills tasks to complete as part of the recruitment process.

Diversity Policy Statement

Everyone has the right to be treated with consideration and respect. CBM UK is committed to achieving a truly inclusive environment for all, by developing better working relationships that release the full potential, creativity and productivity of each individual. CBM UK aims to ensure that all staff, volunteers, donors, partners, contractors, and the general public are treated fairly. This will be regardless of sex, sexual orientation, gender re-assignment, marital or civil partnership status, race (including colour, nationality, ethnicity, or national origin), disability, medical status, age, religion or belief, political opinion, social or economic status, or ex-offender status.

Use of Curriculum Vitae (CVs)

Our policy is to recruit and employ our employees on the basis of their suitability for the work to be done. An application form allows us to compare individuals based on like for like information and as such we do not accept a CV unless accompanied by a fully completed application.

Employment Checks

All offers of employment are made subject to the following criteria: Proof of eligibility to work in the UK, proof of residency and satisfactory employment screening, and two references satisfactory to CBM UK and, if required, a Satisfactory Criminal Records Bureau Check.



How to apply

Closing Date: 9am Tuesday 7th March 2017

Proposed dates for interview: Week commencing 13th March 2017

Application forms can be downloaded from:

<http://www.cbmuk.org.uk/who-we-are/work-for-us/>

The completed form and a cover letter should be emailed to Trena Battams trenab@cbmuk.org.uk.

Alternatively, you can post your application to:

Trena Battams—Office Manager
CBM UK
Oakington Business Park
Dry Drayton Road
Oakington
Cambridge
CB24 3DQ

Should you have any questions or wish to discuss your application further please contact: -

Trena Battams on 01223 484700 or trenab@cbmuk.org.uk.

