



Senior Communications Officer (Maternity Cover) Recruitment Pack



About Us



CBM UK

Too many people face poverty, stigma and isolation, denied the chance to go to school or earn a living, just because they have a disability. And every day people lose the ability to see hear or walk because of conditions that could easily be treated and prevented.

Driven by Christian values, CBM works in the world's poorest places to reach those whom others leave behind. Working in partnership with Governments and local partners, we create long-term positive change: treating and preventing conditions that lead to disability and enable people with disabilities to go to school, access healthcare, earn a living and be active in their community.

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 (or equivalent, on a pro-rata basis, for part-time staff)
- 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
- 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 a staff member making a minimum pension contribution of 5%, CBM UK will make a payment of 7% of annual salary towards the organisation's 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
- Bike to work scheme
- Season Ticket loan
- Free tea/coffee facilities, with weekly fruit bowl.

Based: Oakington, near Cambridge (Moving to Mercers Row, Newmarket Road, Cambridge in 2019/2020)

Reports to: Head of Communications

Fixed Term Contract Length: up to 12 months

Hours: 20 to 30 hours per week

Direct reports: None

Purpose: To identify, develop and share stories of our work that inspire and engage our target audiences and deliver strong communications via a range of online and offline channels to support CBM's brand and identity.

Starting salary: Band 3 £27,873 pro-rated for part time hours.

Key responsibilities

1. Communications (95%)

- a) Proactively identify and research stories appropriate for our target audiences to promote via the media, digital channels.
- b) Write copy for use on the CBM website, social media, publications and other PR and work with colleagues to develop compelling cases for support, campaigns, human interest stories, image library and supporting material for advocacy work.
- c) Coordinate communications campaigns and production of publications, film materials and other resources
- d) Update and develop CBM UK websites and social media platforms, working with external agencies as appropriate.
- e) 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.
- f) Help ensure CBM's brand is presented consistently and appropriately, including by providing resources and support to other staff. Be an outstanding advocate for CBM, delivering communications in line with the vision and values of the charity.
- g) Support 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.
- h) Keep up-to-date with communications developments across the sector to enable CBM to continually improve and develop our activity.
- i) Work with other teams, including CBM International, to maximise information sharing, cross-fertilisation opportunities and integrated working.

2. Planning, reporting, budgets (5%)

- a) Ensure appropriate recording of communications activity.
- 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 that 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

	Essential/ Desirable
Experience and knowledge	
Experience in a comms/media function delivering successful impactful communications	Essential
Demonstrable success securing media coverage	Essential
Understanding of a wide range of effective communications tools and techniques	Essential
Experience using digital channels to enhance brand and communications	Desirable
Experience of managing external providers and agencies	Desirable
Experience reporting against plans and working within budget	Desirable
Experience working with high profile individuals	Desirable
Experience of working in a developing country context and/or in the development sector	Desirable
Experience of working in a fundraising environment	Desirable
Knowledge of disability issues	Desirable
Skills/competencies/personal qualities	
Outstanding written and verbal communications. Ability to write compelling and inspirational content for a variety of purposes. Excellent English language skills.	Essential
Excellent journalistic skills and news sense. Understanding of what makes a good story, ability to extract newsworthy information and pitch news content and features convincingly to journalists.	Essential
Intellectual curiosity to understand and simplify complex arguments within international development.	Essential
Confident, persuasive and friendly manner, able to build strong relationships and network. Able to act with tact and diplomacy. A people person.	Essential
Good organisational skills, ability to prioritise and manage a busy and varied workload.	Essential
Must be sympathetic to our Christian values; comfortable communicating messages targeted at Christian audiences	Essential
Willingness and ability to travel independently.	Desirable
Problem solving: able to evaluate issues, come up with creative solutions, and make a convincing case for those solutions	Desirable
Adept in use of MS Office and a range of online tools	Desirable
Qualifications, training, and education	
Educated to degree level or equivalent	Desirable

Professional communications qualification (eg CIPR) or in International Development	Desirable
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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 three references satisfactory to CBM UK and, if required, a DBS Check.



How to apply

Closing date is 9am, Thursday 18th July 2019

Potential interview date is Thursday 25th July 2019

Application forms can be downloaded from:

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

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

Alternatively, you can post your application to:

Trena Battams—HR/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@cbmun.org.uk.