



# Communication Officer

## Job Information

### About Hunts Forum

---

Hunts Forum is an independent registered charity set up by local organisations in the 1970s to provide a central source of expert help and advice for local groups. Our purpose is to support charitable organisations by providing them with the tools they need to set up and grow. We provide training, one-to-one support and advice to help the community and voluntary groups develop and grow in Huntingdonshire and Fenland.

We are also a part of Support Cambridgeshire, a county-wide partnership with Cambridge CVS and Cambridgeshire ACRE to provide services across Cambridgeshire.

Hunts Forum manages the Maple Centre, a local voluntary sector hub, and our reception welcomes everyone arriving into the building.

Our services are classified under three broad headings.

#### Representation

We act as a voice for voluntary groups in our area, contributing to all the central committees and partnerships that meet to determine public policy and action in Huntingdonshire, Fenland and the County.

#### Networks

We bring groups together to provide communication support for themed and geographical networks. We provide regular bulletins and access to consultations.

#### Organisation Development

We provide training and one-to-one development sessions to enable community and voluntary groups become stronger and more sustainable.

## Staff structure

---

**Julie Farrow**  
CEO

### **DELIVERY & PROJECTS**

**Kathryn Shepherdson**  
Deputy CEO

**Keith Johnson**  
Development Officer

**Debbie Drew**  
Fenland Engagement Lead

**Communications Officer**  
New post 21 hours

### **FINANCE & ADMIN OFFICE**

**Louise Prosser**  
Finance Manager

**Maple Centre Receptionist**  
New post 25 hours

**Jackie Goodrum**  
Maple Centre Cleaner

## About this role

---

Over the past year, Hunts Forum's communication and marketing strategy has been updated, and the development of new newsletters, social media and websites have been applied. This, however, has been done by the staff in addition to their current job role.

Therefore, this role has been created to build on the work that has already been accomplished and to develop the platforms, channels and communication strategy with new ideas and ways of working.

The post holder will be required to work on the development of the internal and external communications and marketing of Hunts Forum.

The aims and objectives will be around the following themes:

- Increasing the uptake of membership services
- Increase awareness of the charity and its members
- Support the internal CRM and communications strategy

The role will include diverse areas of work, including digital marketing, traditional communications (such as newspaper articles) and group support. There will always be things to be done and ways to improve what has gone before.

## Job Details

---

Job title:	Communications Officer
Contract:	12 months (Fixed term)
Hours of Work:	21 hours per week
Salary:	£25,000 pro rata per annum
Responsible to:	Deputy CEO
Location:	Maple Centre, Huntingdonshire (1 day a week) home based the rest of the time.

## Job Purpose

---

This post will support Hunts Forum to deliver an outstanding communications function that will raise our profile as well as the profile of the voluntary sector, and of voluntary and community action. The post holder will do this by:

- Managing the delivery of our communications, social media and other publications.
- Working with members and the wider sector to get them to engage with Hunts Forum services and work more closely together.
- Represent and celebrate the work of both Hunts Forum and the wider VCSE.

## Duties and Responsibilities

---

### Member Support and Communications

- Provide support to members on communication issues and, where needed, run training.
- Manage and support the production of clear and engaging communication with our members, including:
  - regular news bulletins to members and wider stakeholders;
  - content for social media, publications and other communication channels.
  - funding alerts for the Support Cambridgeshire partnership

- Develop and maintain a good understanding of local sector support and development and the work of our members to help identify opportunities to influence policymakers, commissioning organisations and funding bodies at national, regional and local levels.
- Develop relationships with local media and other influencers to ensure that the work of Hunts Forum and the sector is reported positively. So that Hunts Forum becomes a go-to commentator on sector issues.
- Work with the team to produce information on best practice and other resources that is useful to groups, and ensure that all resources are high quality and up to date.

#### Branding / Wider Impact

- Raise the profile of Hunts Forum through marketing approaches to increase membership engagement and elevate sector interest.
- Work with the Deputy CEO to develop and deliver our communications and stakeholder engagement strategies, ensuring consistency of messaging/tone.
- Work with the Deputy CEO to ensure that all Marketing, PR and Communication materials, publications and messaging are consistent with the brand, targeted, high quality and reflect and enhance the reputation of the charity.

#### Impact Monitoring

- Monitor and evaluate the impact and effectiveness of our communications: analysing trends and outcomes.
- Work with the Deputy CEO and other staff members to produce consultation and research reports.

#### Internal Development and Communications

- Work with the staff team to market our training and events programme by promoting them through various channels.
- Maintain both the Hunts Forum and Support Cambridgeshire website, working with other team members and partners to produce content and increase useability.
- Keep in contact with service providers to make sure that website licenses are kept up to date.
- To work with the team to produce case studies that highlight the work of Hunts Forum, our members, and the wider sector.
- Maintain and further develop a photographic library of stock images, which can be used in marketing and publicity.

- Support the broader team by providing communication support such as branding advice, running media campaigns and awareness weeks.
- Keep the internal CRM system (ZOHO) updated with members, mailing lists and other partner information.

## Person Specification

---

### Job-Related Person Specification

	Essential	Desirable
Education	<ul style="list-style-type: none"> <li>• At least 2 years of communication and marketing experience, gained through volunteering or work.</li> </ul>	<ul style="list-style-type: none"> <li>• A professional qualification in Marketing and/or Communications</li> </ul>
Skills	<ul style="list-style-type: none"> <li>• Strong written, verbal and interpersonal communication skills</li> <li>• Creative and imaginative</li> </ul>	
Experience	<ul style="list-style-type: none"> <li>• Experience of working with a website and social media content management systems</li> <li>• Experience of using social media as an effective communications channel</li> <li>• Experience of producing newsletters and written materials</li> <li>• Experience of developing, managing and monitoring the effectiveness of communications and marketing, and experience of adapting accordingly</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of working in the charity sector.</li> <li>• Experience of working with members and building membership.</li> <li>• Experience of designing content using Canva or other design systems</li> <li>• Experience of supporting, developing and coaching people</li> <li>• Experience of WordPress</li> </ul>
Personal	<ul style="list-style-type: none"> <li>• Excellent awareness of what makes a</li> </ul>	<ul style="list-style-type: none"> <li>• Evidence of continued professional</li> </ul>

Attributes	<p>good story and how to portray this to the audience</p> <ul style="list-style-type: none"> <li>• Strong organisational skills and understanding on how to run a number of projects and campaigns at the same time.</li> </ul>	development in the area of communications.
Knowledge	<ul style="list-style-type: none"> <li>• Good understanding of the changing media landscape</li> <li>• Understanding of CRM systems</li> <li>• Understanding of GDPR</li> </ul>	<ul style="list-style-type: none"> <li>• Knowledge of Zoho Campaigns and CRM</li> <li>• Knowledge of SEO</li> <li>• Knowledge of paid advertising tools</li> <li>• Understanding of Google Analytics</li> </ul>

## Shared criteria.

**These attributes are common to all Hunts Forum posts and underpin the shared responsibilities of the team and are essential criteria.**

- Committed to the charity's mission, values and operational approach
- Highly collaborative with colleagues; able to work in a small team without detailed supervision, to manage own workload, priorities and performance
- Strong organisational and administrative skills, including excellent attention to detail, effective time management and an ability to work on numerous projects simultaneously
- Willing to work in a small team and support and substitute for colleagues, adopting the shared responsibilities for each team member
- Digitally enthusiastic, IT literate and able to use social media and related communication tools and systems
- Excellent IT skills and a willingness to develop these
- Experience of using Microsoft Office tools
- Digitally adept, agile and enthusiastic; comfortable working from the office, from home, and on the move; willing and able to use available technology to support collaborative working within the team and with members and partners
- Adept at building and maintaining effective relationships with members and a varied range of external partners
- Excellent communication skills, including listening
- Able to represent Hunts Forum, our members, and the wider sector to external stakeholders

## General terms

---

The post holder will have to be aware of and act in accordance with Hunts Forum policies, including (but not limited to) those on

- Equal opportunities and diversity
- Health and safety
- Confidentiality
- Data protection

## Annual Leave

28 days plus bank holidays (pro rata).

## Pension

The Post holder will be automatically enrolled into the Company pension scheme after a 3 month probationary period. Hunts Forum will make a monthly contribution of 3%.