



Position: Marketing & Communications Officer - 25 hours per week

Duration: fixed term contract up to March 2023 (subject to review)

Salary: £20,000pa (£28,000 FTE pro-rata)

Reporting to: Project & Communications Manager

Women Connect First is a registered charity motivated by the ethos of community development and social justice. Our main areas of work involves improving the lives of disadvantaged communities in Wales with a key focus in supporting women and children from Black, Asian & Minority Ethnic (BAME) communities, in particular those experiencing multiple layers of deprivation, discrimination and exclusion in accessing services and employment. Since our inception we have reached out and engaged with over 8000 ethnic minority women and their families. Our work involves empowering our services users to reach their full potential by opening up pathways where they access information and services that helps them develop their self – confidence and resilience to become self-sufficient and financially stable citizens of Wales

Women Connect First was established to empower Black & Minority Ethnic Women in Cardiff and South East Wales. Today, we offer a range of services including advice, advocacy, counselling, and a wide range of training programmes and volunteering opportunities. WCF targets, in particular, disadvantaged, isolated and marginalised Black and Minority Ethnic women, who are experiencing multiple layers of deprivation, discrimination and exclusion in accessing services and employment. Our mission is to empower and improve the lives of disadvantaged BME women and communities in South Wales, to help them realise their full potential and make a positive contribution to Welsh society.

WCF is committed to safeguarding and promoting welfare of children, young people and vulnerable adults, and expects all staff to share this commitment. We are a diverse organisation that respects differences in race, disability, gender, faith background or personal circumstances we welcome all application. We want everyone to feel valued and included and to achieve their full potential. WCF is opposed to any discrimination and commits itself to the redress of any inequalities by taking positive action where appropriate.

Social Media Coordinator Job Responsibilities:

The post holder will be responsible to ensure Women Connect First's brand is managed internally and externally in a way that best conveys the charity's vision, mission, values, and beliefs.

You will be responsible for creating social media contents, all publicity materials, videos, graphics and the day-to-day management of Women Connect First charity's social media properties as well as content for WCF website demonstrating all the projects, activities and work of WCF charity. Your passion for social media as a communications tool will result in the adoption and implementation of social media best practices across all our social media and communication channels.

You will be an active participant in data collection and analysis in order to consistently improve the company's social media and communication practices over time.

Work Hours: 25 hours per week flexible working including evenings and weekends as needed. Currently working most hours from the office with hybrid working patterns included as needed

Your duties will include:

- Responsible for the publicity & promotion of all WCF charity on various social media platforms.
- Developing social media content plans that are consistent with the charity's brand identity. Creating consistent, meaningful content on all social media platforms, website, including writing and editing social media posts, improving beneficiary & funders engagement, and promoting the ethos, projects, activities and all the work of WCF charity.
- Execute a results-driven social media and communications strategy.
- Responsible for working alongside the web developer to maintain WCF website with latest information & content.
- Develop and curate engaging content for WCF social media platforms, website and all other communication needs.

- Develop excellent relationships & communication with colleagues to ensure a constant flow of stories and case studies in a range of formats.
- Assist in the creation and editing of written, video, and photo content.
- Maintain unified brand voice across different social media channels, website and all other communication.
- Collaborate with project teams to create social media and publicity content.
- Monitor social media channels for latest local, and national news from public and third sector.
- Interact with users and respond to social media messages, inquiries, and comments in line with organisational priorities and communication strategy.
- Review analytics and create reports on key metrics.
- Assist in the development and management of social media marketing and influencer marketing strategy.
- Suggesting recommendations to adjust the social media marketing strategy for optimal results.
- Staying up to date on best practices and emerging trends in social media and policy affecting diverse BAME communities.
- To keep abreast of policies and issues affecting BAME women & communities on a national and local level with particular reference to those that may affect the work of the charity.
- To represent WCF and to promote its ethos; to work in a positive way and to feedback fully to the organisation.
- To attend meetings with other staff as required.
- To build up and maintain links with relevant agencies.
- To attend external meetings as and when required.

General duties:

- To undertake other duties as directed by the Chief Executive.
- Working alongside WCF CEO, Senior management team and Board members for the implementation of our communication & marketing strategy.
- To liaise closely with relevant staff on production and marketing of publications and other resources.
- Reporting to funders and working alongside other projects & teams in producing case studies, data, graphics etc
- To undertake any other responsibilities, tasks or activities as reasonably required.
- Work at all times with the best interest of WCF in mind.
- Ensure that any action or comments made on behalf of or representing WCF will not cause bringing the organisation's name into disrepute.
- To attend regular supervision sessions with Supervisor /Line Manager.

Other Comments – the job holder:

- Must keep up to date with new methods and undertake any necessary internal or external training in accordance with company procedure/policies and Covid compliance as per Government guidelines as needed.
- Has a statutory duty to observe all health and safety rules and take all reasonable care to promote the health and safety at work of themselves and their fellow employees. The Job Holder must report any health and safety issues immediately to their Line Manager in writing.
- Will be required to demonstrate positive attitudes and values towards others and work in a non-discriminatory way.
- This position is subject to the DBS enhanced disclosure

Persons Specifications

| Experience | Essenti al | Desirabl e |
|---|---------------|---------------|
| Experience in a similar or related position, preferably in the charity sector. | | X |
| Experience of developing, implementing and managing an effective communications strategy across a diverse organisation | X | |
| Experience of developing, managing and promoting organisational brand awareness. | X | |
| Experience of managing media relations and press releases | X | |
| Experience of managing social media platforms and digital communications to promote audience engagement, acquisition and retention. | X | |
| Experience in marketing and fundraising communications | | X |
| Experience of working across organisational teams / departments to coordinate content and communications. | | X |
| Writing Press releases and succeeding in getting press coverage. | X | |
| Working across a range of digital platforms including social media. | X | |
| Skills | | |
| Excellent interpersonal & communication skills with the ability to create engaging and inspiring content across digital and print platforms for diverse audiences. | X | |
| Excellent organisational, project management and time-management skills with the ability to work effectively to deadlines, meet targets and achieve demonstrable results. | X | |

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| Excellent ICT skills – competent in the use of Microsoft Office & social media platforms & video editing & creation | X | |
| Excellent written and proofreading skills with exceptional attention to detail and accuracy | X | |
| Excellent networking and partnership building skills | X | |
| Ability to organise a busy workload and prioritise tasks to meet deadlines. | X | |
| Qualified to degree level in a related field. | | X |
| Knowledge | | |
| Knowledge and understanding of BME Communities, needs, issues and understanding of policy and digital trends within the third sector | | X |
| Sound knowledge of the BAME communities and third sector in Wales. | X | |
| Understanding of content management systems. | | X |
| Understanding of user needs and designing digital solutions to meet them. | X | |
| Producing and editing digital content for a variety of audiences on e.g. Canva and other platforms. | X | |
| Other requirements | | |
| A strong commitment to the ethos, vision and values of Women Connect First | X | |