



## **JOB DESCRIPTION Communication & Information Analyst**

**Responsible to:** Director of CSO

**Responsible for:** Development of CSO's members Comms Strategies.

**Salary Scale:** £30,000 Paid pro rata at 22.5 Hours a week (F/t Equivalent 37.5 Hours) plus 5% pension contribution and home working expenses.

**Hours:** 22.5 hours a week over 3 days.

**Location:** Based at CSO's Office or at Home as agreed.

**Term of Contract:** 6 months initially renewable subject to further funding.

**Probation Period:** 3 months.

## **BACKGROUND**

The postholder will enable the members of CSO to develop appropriate strategies and better communications policies and practices in response to Covid-19. The Comms Analyst will support CSO Members to improve their communication strategies by conducting an audit of each organisation's current needs and drafting appropriate strategies and provide 1:1 support for 30 CSO Member organisations in London.

The CSO member organisations in London cover a variety of local boroughs, which include Enfield, Kensington and Chelsea, Islington, Hillingdon, Ealing, Wandsworth, Southwark, Merton, Hammersmith and Fulham, Lambeth, Barnet, Brent, Harrow, Camden, And Hounslow.

CSO soon to be published Covid-19 Needs Analysis shows that organisations connect with stakeholders, partners, supporters and clients in various ways and across multiple channels on social media.

Our findings are that websites and social media tools, particularly Twitter,

are not used as regularly by our member organizations, with just 45% reporting to be active on the social network. Meaning that there is room for the organisations to improve in their overall digital communication, as data suggests that the use of websites, blogs, and Facebook could be better.

Although organisations typically have great communication with clients through emails, a majority lack the same when it comes to supporters, stakeholders and partners. This lack in communication also extends to the methods they use, as lower numbers report having a working knowledge of other means, such as social media and digital technologies. In the event of the pandemic, such inactivity in online spaces means that organisations are less able to provide adequate services to clients, while there is also potential for overall productivity to decrease.

The post holder will empower CSO members by enabling them to seed Comms Strategies into their core work and activities.

## **MAIN DUTIES & RESPONSIBILITIES**

- Develop a short training video for CSO Members in how to develop Comms Strategies.
- Develop template Model GDPR policies for CSO Members.
- Audit and assess the needs of CSO Members in terms of their Comms and use of social media. Following Audit prepare a report for the said CSO member organisations including possible financial costing of the outcomes of their needs so they can apply for future funding.
- Consolidate and develop their social media presence, increasing meaningful engagement, measuring outcomes and ensuring a balance between service and fundraising related content by assisting them to develop Comms & Social Media Strategies.
- Explore, identify and advise them on new opportunities for increasing their online presence and sharing digital content, trialling new approaches and platforms, and gathering evidence of effectiveness.
- Advise on how they can link their work with external agencies, pro-bono partners and volunteers to capture and share their work and

messages in new ways, using a range of multimedia including video, photography, and animation.

- Design a system for the monitoring and evaluation of digital activity, including social media and website insights and analytics, and prepare Comms reports for their Management and Boards.
- Advise on the development, planning and implementation of exciting and impactful digital fundraising and publicity campaigns.
- Work effectively with colleagues across the organisation to ensure active engagement with and support for communications and campaigns.
- Support the fundraising team with the dissemination of key fundraising messages and the identification, analysis and targeting of audiences.
- Assist CSO Members with developing and managing external media relationships and with the drafting of press releases, marketing copy and news stories/blog posts.
- Support with the production of high-quality, branded materials for external communications.
- Manage relationships with external printers, designers and other professionals to support the production of materials and merchandise and manage their distribution.
- Keep up to date with professional best practice, identifying communications and digital trends and developments that impact on the organisation, and sharing knowledge appropriately across teams and departments.
- Demonstrate a commitment to ongoing learning and development and participate in any training relevant to the role.
- Undertake other duties which may from time to time be requested by the Director of CSO.

This job description is not exhaustive. It merely acts as a guide and may be amended to meet the changing requirements of CSO at any time after discussion with the post holder.

## PERSON SPECIFICATION

	Essenti al	Desirabl e
<b>Qualifications and Experience</b>		
Relevant degree or qualification		✓
At least two years experience working in communications	✓	
Experience of developing and delivering digital campaigns	✓	
Experience of using social media and social media advertising for campaign or charity purposes	✓	
Experience of using social media management tools, digital engagement platforms and insights to evaluate and report on digital communications.	✓	
Experience of using google analytics and SEO to inform digital content.		✓
Experience of working with or as part of a fundraising team.		✓
Experience of using adobe creative cloud to edit and produce marketing materials and digital content.		✓
Experience of using a relationship management database	✓	
Experience of public and media relations		
Experience of working with external marketing and advertising agencies and/or media professionals	✓	
	✓	

<b>Skills and Knowledge</b>	✓	
Confident communicator with excellent interpersonal skills	✓	
Excellent organisation and time management skills	✓	
Excellent written skills and attention to detail	✓	
Ability to work to tight deadlines under one's own initiative, with a can-do attitude	✓	
Work well as part of a team	✓	✓
Knowledge of fundraising		✓
Knowledge of GDPR		✓
Strong analytical and data analysis skills		
<b>General</b>	✓	
Willingness to work on a flexi time system involving attendance at events outside of office hours		✓
Creative approach with a passion for problem-solving and pursuing new ideas and initiatives	✓	