



# Community Engagement and Communications Officer

<b>Location:</b>	The Cellar Trust, Farfield Road, Shipley BD18 4QP
<b>Salary:</b>	£21,635 FTE per annum
<b>Hours of work:</b>	Full time (37.5 hrs per week). Flexible working options considered.
<b>Contract:</b>	Permanent
<b>Holiday:</b>	25 days per year plus 8 bank holidays
<b>Responsible to:</b>	Marketing & Fundraising Lead
<b>Informal enquiries:</b>	Claire Grooby (Marketing & Fundraising Lead) <a href="mailto:claire.grooby@thecellartrust.org">claire.grooby@thecellartrust.org</a>
<b>Closing date:</b>	4pm Tuesday 11 January 2022
<b>Interview date:</b>	w/c 17 January 2022

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Working for the Cellar Trust isn't about having a job - its about changing and saving lives. We are a mental health charity that supports people across Bradford, Airedale, Wharfedale and Craven, delivering brilliant services to give people a helping hand with their mental health. Whatever your role is you will have the chance to make your mark and see the impact of your work.

## The Role

We are looking to appoint a confident Community Engagement and Communications Officer to support our marketing and fundraising activities. You will be building relationships with communities and businesses to promote partnership working and raise vital funds.

## Who you are

With a background in a similar role, you will have great interpersonal skills that will support your work to make meaningful connections with donors, fundraisers, local businesses and other voluntary community organisations. You will be an excellent communicator - approachable and confident whether you're dealing with clients, staff, stakeholders or donors. You will have good copywriting skills and the ability to spot an engagement opportunity and work independently and as a team to make the most of it.

## What you will do

- Work with the Marketing and Events Officer and Marketing and Fundraising Lead to develop activities in line with the communication strategy to engage with our donors, fundraisers, stakeholders and communities and businesses.
- Identify areas of opportunity, especially with corporate fundraising and work to develop and promote our business offer.
- With colleagues develop a range of materials that will support your work with core audiences.
- Support for all events to raise the organisation's profile and maximise on all engagement opportunities.
- Work with the Leadership Team and other colleagues to understand The Cellar Trust's services in order to be able to communicate effectively with external partners and stakeholders.
- Gather data in order to make communications relevant to audiences.
- Undertake a range mandatory and role specific training including safeguarding, data protection, health and safety and mental health awareness training.
- Work in accordance with all Cellar Trust policies and procedures.
- Perform any other duties relevant to the post, taking a flexible, team-based approach to the role.

## What you will get

- The chance to work for a dynamic, friendly and supportive charity.
- Opportunities to develop your skills and experience in marketing and fundraising within a mental health setting, in a rewarding and fulfilling environment.
- Training and development opportunities.
- Access to our free employee assistance programme, including a 24hr helpline and counselling support.
- The option for flexible working if suited to the role – have a chat with us about your circumstances and we will see if we can accommodate your requests.

## Person specification

All aspects of the person specification will be assessed through the application process with additional questions at interview stage. Please ensure that you address all of the criteria in your application.

Criteria	Essential	Desirable
<b>Qualifications</b>	Good general education to at least GCSE level 4 or equivalent.	A qualification fundraising or marketing or similar
<b>Experience</b>	Lived experience of mental health difficulties.	Lived experience of mental health difficulties.
	Background working in community, staff or stakeholder engagement	Experience corporate fundraising
	Experience of marketing, communications or PR	Experience of working in the voluntary sector
<b>Skills</b>	Good interpersonal skills to build a network of staff, community and fundraising contacts to achieve objectives	Able to use channels to promote key message and campaigns
	Good IT skills including the use of Word, Outlook and Excel and using databases to input data.	Experience of using Canva, Wordpress and social media
	Ability to plan and prioritise workload	Ability to coordinate engagement activities/events with stakeholders and donors.
	Good team worker who can support other colleagues and marketing and fundraising activities where needed	
	Ensuring a consistent and responsible approach to all communications	Understanding of data protection.
<b>Knowledge</b>	Awareness of marketing (web, social, print, PR) channels and how to use them	
	Understanding of basic marketing processes to ensure amends/approval in all communications	
	Awareness of safeguarding issues.	
<b>Personal Qualities</b>	Flexible and reliable.	
	Approachable and engaging	
	Committed to professional and personal development	
	Positive outlook	
	Committed to equity, diversity and inclusion and developing greater awareness in these areas.	
<b>Other</b>	Willingness to undertake a Disclosure and Barring Service (DBS) check	
	Willingness to work some weekends or evenings if required	

## How to Apply

To apply for this post please answer these **three Qs** and submit them typed in an email or word document to [recruitment@thecellartrust.org](mailto:recruitment@thecellartrust.org) before the closing date of 4pm Tuesday 11 January 2022

1. What skills and experience do you have for this role?
2. How do you use your values in practice?
3. How would you go about starting to build a network of contacts in order to deliver greater awareness of The Cellar Trust and our vital work?