

Communications Officer

CAP celebrates the value of diversity and our aim is for our workforce to be as inclusive as possible as well as representing the communities we serve. With this in mind, we welcome and encourage job applications from people of all backgrounds. We particularly welcome applications from candidates from black and ethnic minority backgrounds. We are committed to continue building an environment that embraces diversity and includes all.

Context

The Communications team aims to shout about how God is using CAP to change lives so people are informed and inspired to give and keep on giving, churches are compelled to run a CAP service and clients seek help. We aim to do this with inspiring and clear communications. The Communications team is made up of Visual Media, Copy and PR.

Purpose

The role of the Communications Officer is to work alongside the National PR Manager and Senior Press Officer to provide support and generate local PR. In addition, they will help generate inspiring and engaging copy for a variety of audiences.

Passion

We are passionate about communicating CAP's mission and vision so that people are compelled to join the CAP family by giving, praying, opening a CAP service or asking for help.

Personality

We are creative people who are full of new ideas. We want to get things right and to understand what makes people tick.

Role:

Accountabilities:

- Work alongside National PR Manager to create, advise and coordinate local press releases for local partner churches to generate local PR.
- Being available to answer media enquiries and generate press releases when National PR Manager is unavailable.
- Support National PR Manager in training local Centre Managers/Debt Coaches and CLCs.
- Being available at busy times to help source and interview clients for publications, media etc.
- Work as part of the Copy team to generate inspiring copy as needed by the charity.

Measurable Outputs:

- Meet 95% of PR and copy deadlines
- Generate ten newsworthy local press releases every two months
- See 60 local news items about CAP in the media each month
- Write clean, fit for purpose copy that needs little extra work
- Share the daily checks (headlines, monitoring, PR inbox, answer machine, PR mobile, twitter)

Culture:

- Clearly live out and embrace the cultural values of CAP.
- Clearly demonstrate a heart and passion for the charity.
- Sincere acceptance, understanding and practice of the Christian ethos and purpose of the charity.

Other responsibilities include:

- Being willing to pray with staff and fully engaged with our Christ-centered culture.
- Encouraging friends, family and other contacts to support the charity through the Life Changer programme and other fundraising initiatives.
- Attending annual CAP staff conferences.
- Completing all compulsory CAP training within given timescales.
- This role falls within the scope of the FCA's conduct rules, and you will be provided with training as to how these apply to the role. It is your responsibility to ensure that you follow these conduct rules.

The above job profile is a guide to the work you may be required to undertake but does not form part of your contract of employment. It may change from time to time to reflect changing circumstances.

Person:

Education:

- A level education or equivalent

Experience:

Essential

- Experience of creative and/or persuasive writing.
- Experience of having to work using your own initiative
- Experience in training and developing people
- Experience in driving and delivering results over the phone

Desirable

- Experience working with local and national media outlets

Skills/Abilities:

- Excellent written communication skills
- Ability to understand the unique needs of different audiences
- Ability to write creatively and persuasively
- Good command of English grammar and spelling
- The ability to train and develop people in a variety of ways
- Flexibility
- Passionate about selling CAP
- Ability to self manage and self motivate
- Able to create interesting news angles for press
- Ability to work independently on tasks given
- Ability to handle difficult phone calls
- Ability to remain calm and professional when communicating in challenging situations
- Personable and friendly

Christian commitment:

- The candidate must be able to verbally assent to and practically demonstrate Christians Against Poverty's Statement of Faith and Core Values.
- The candidate must be able to actively participate in prayer and worship, whether individual, small group or corporately, as an expression of their own personal faith and in line with CAP's Statement of Faith.

All adults working in or on behalf of CAP have a responsibility to safeguard and promote the welfare of children and adults. This includes:

- A responsibility to ensure a safe environment in which CAP services can be delivered.
- Identifying children and adults where there may be safeguarding concerns.
- Following the CAP *Safeguarding policy* in addressing any concerns appropriately.

November 2021