

## JOB DESCRIPTION

### Communications and Engagement Coordinator – Strategic Comms

<b>Title of Post:</b>	Communications and Engagement Coordinator – Strategic Comms
<b>Salary Scale:</b>	£24,000 – £26,000 FTE
<b>Hours of work</b>	30 hours per week
<b>Benefits</b>	5% Pension Contribution, 22 days annual holiday + 3 concessionary days & bank holidays (pro rata for part time)
<b>Responsible to:</b>	Communications and Content Manager
<b>Special Conditions</b>	Occasional evening work Ability to travel

Working as part of the Communications and Engagement Team at VAST, this role will support VAST’s Strategic Liaison Officer, and the wider VAST and Support Staffordshire Management Teams in the delivery of the VCSE Healthy Communities Alliance by keeping Alliance members informed and engaged whilst promoting and growing the membership of the Alliance.

#### I. Job Role

- Provide effective, timely, and clear communications supporting the delivery of the VCSE Healthy Communities Alliance on behalf of lead partners VAST and Support Staffordshire.
- Work with Strategic Leads, Elected VCSE Sector Representatives and Staffordshire and Stoke-on-Trent Integrated Care System colleagues to share relevant content supporting VCSE Healthy Communities Alliance members to keep abreast of health and care agendas.
- Support VAST and Support Staffordshire’s wider membership to understand and engage with the VCSE Healthy Communities Alliance.
- Support the delivery of effective communications channels, sharing information through websites, ebulletins, social media and bespoke platforms.

#### 2. Key responsibilities

- Coordinate and facilitate the VCSE Healthy Communities Alliance forums and associated networks, workshops and meetings, and act as a vital communications link between statutory bodies and the wider VCSE sector.
- Enable the dissemination of information from both national and local sources to the VCSE sector.
- Act as a key communications link between statutory bodies and the wider VCSE sector and vice versa.
-

- Produce and maintain relevant, appropriate content for the VAST and Support Staffordshire websites or bespoke platform as a primary tool for communicating with the VCSE sector.
- Produce engaging, accessible content which resonates with local communities utilising both printed and digital media.
- Support the Strategic Liaison Officer to manage internal communication of feedback from strategic meetings and ensure effective communication of the strategic priorities to other teams within VAST and Support Staffordshire.

### 3. **General Requirements**

- Participate in training and information briefings and maintain an up-to-date knowledge of VCSE sector.
- Attend monthly supervision sessions and staff meetings.
- Support the Communications and Content Manager and the Strategic Projects Manager with the preparation of monitoring reports outlining progress of the work, and key issues raised by members.
- Carry out occasional other duties as agreed within supervision to develop the aims of the VAST.
- To undertake any other duties as prescribed by the line manager/Chief Executive relevant to this post.
- Undertake such personal training as may be required to keep up to date and fulfill the professional requirements identified for this job description.
- To have a collaborative and flexible approach to work undertaken by VAST.
- Support the marketing of VAST and its services.

### 4. **Equal Opportunities**

VAST is committed to equal opportunities, anti-discrimination and anti-oppressive policy or practice. No one we have contact with may be discriminated against either directly or indirectly on the grounds of gender, race, nationality, ethnicity, religion, marital status, sexual orientation, age, or impairment. This policy applies to job applicants, employees, volunteers, and service users.

### 5. **Notes**

- All jobs are subject to change from time to time and this job description will be reviewed regularly.
- The job description is a guide to the work that you will be required to undertake and represents a range of responsibilities in line with the grade for the post.
- This post is subject to a 6-month probationary period.

## Person Specification

	Essential/Desirable
<b>Qualifications</b>	
A good standard of education	Essential
Marketing or media qualification	Desirable
<b>Knowledge</b>	
An understanding of Communications and Engagement practice	Essential
An understanding of social media & websites	Essential
An understanding of Public Health, Health & Social Care agendas and Health Literacy	Desirable
An understanding of the voluntary, community and social enterprise (VCSE) sectors	Desirable
<b>Skills and experience</b>	
Experience of researching & collating information from a range of sources	Essential
Experience of applying Health Literacy principles in the production of communications	Desirable
Excellent written and verbal communication skills and the ability to communicate effectively with a wide range of people	Essential
Experience prioritising workload and meeting deadlines	Essential
Experience using Design packages	Essential
Experience in the production of media campaigns and communications through services such as Mailchimp, Facebook, Twitter	Essential

Experience of updating websites through WordPress or a similar package	Essential
Proficient in the use of Microsoft Office packages, emails, and internet	Essential
<b>Personal Qualities</b>	
Commitment to the project's mission and values with a desire to make a difference.	Essential
An effective team player.	Essential
Flexible, and willing to work in a fast-paced and constantly changing environment.	Essential
Conscientious and responsible.	Essential
Ability to work on own initiative and to contribute ideas.	Essential
Ability to support and enthuse others and maintain a professional image.	Essential
A commitment to equal opportunities	Essential