



Communications Worker

Recruitment Pack

Closing Date: 19th August 2022, 12 noon

Interview Dates: 24th or 25th August 2022

Reference: CW/072022

www.salfordcvs.co.uk

Contents

- Introducing Salford CVS
- Information specific to the post
- Job description
- Person specification
- How to apply and selection process

Introducing Salford CVS

Salford CVS is the city-wide infrastructure organisation for the voluntary, community and social enterprise sector; providing specialist information, advice, development support and opportunities for influence and collaboration. We provide support for organisations to establish and develop including training for their staff, volunteers and trustees. Our Volunteer Centre (**Volunteer Centre Salford**) provides support for individuals who want to volunteer and assistance for organisations developing volunteer programmes.

In 2019, we celebrated a 100 years since our creation – a century of ‘Making a Difference in Salford’

Salford CVS operates within a wider framework in terms of our membership of NAVCA, NCVO, Social Enterprise UK and Charity Finance Group nationally; Voluntary-Sector North-West regionally; and our membership of 10GM, GMCVO and GM Chamber of Commerce at city-region level.

Our Mission Statement - Making a Difference in Salford

Our Vision - A robust voluntary, community and social enterprise sector that meets the diverse needs and aspirations of the people of Salford

Our Values – Making a Difference through:

PASSION	Passionate about the Voluntary, Community and Social Enterprise Sector
INNOVATION	Innovative in our approach
QUALITY	Quality at the heart of all our activities
COOPERATION	Stronger when we work cooperatively with others to achieve our vision
DIVERSITY	Celebrating diversity and promoting equality in Salford
IMPACT	Demonstrating impact and making a difference every time

The Benefits of Working for Salford CVS

- 28 days' holiday - rising to 30 days (after five years), plus Bank Holidays
- Paid sick leave – subject to terms and conditions of service
- A compassionate approach to dependents leave and compassionate leave - to help deal with life's unforeseen circumstances
- Pension scheme - with 7% employer contribution (and 1% mandatory employee contribution)
- Cycle to Work scheme
- Membership of the Hospital Saturday Fund via an Employer Subsidised Scheme (optional)
- RHS Family Membership (optional)
- Development opportunities - we support and encourage our staff to progress their careers (including formal training)
- A supportive working culture - we respect and support one another to do the best we can

We are an [accredited Living Wage Employer](#) (and Funder), ensuring not just our staff are paid the Real Living Wage but also that any projects we fund can do the same.



About the Role

Salford CVS undertakes a variety of work and this is reflected in our communications work. From supporting national campaigns, through to showcasing our work and celebrating the fantastic effort of our membership organisations and volunteers during the Covid response.

It is literally impossible to cram the diversity of the projects and programmes that you may support into a recruitment pack – whether that's our core delivery support for the sector or public messaging through our role as a 'trusted voice'. To get a flavour of our work, we recommend that candidates look at [our annual report](#).

We recognise the important role of communications in our work and support for our sector. In this role you will be helping us to reach more people, raise awareness of our members' achievements and services and ensure accurate information relevant to our audiences is shared in a timely manner.

We are looking for someone who:

- Will enjoy working within a team of dedicated, friendly people who believe in making a difference
- Will take the opportunity to develop their communications, engagement, design and reporting skills
- Can strategically identify and post engaging content for our website and social media feeds that will inspire people to support our work in making a difference in Salford
- Will interact with our members, partners and stakeholders on these platforms to increase engagement, followers and the quality of their experience
- Can identify key stakeholders and conversations where we can engage so as to better showcase our work and expand our reach
- Is a bit of a data geek who loves reading insights and analytics data and using it to influence social media communications strategies and organisational direction
- Loves social media and the internet. You're one of those people who love to search the internet for information and struggle at times to tear themselves away from Twitter, Facebook or Instagram. You are convinced that social media can be a powerful force for good.

If that sounds like you – then we want to hear from you!

Job Description

Job Title: Communications Worker

Hours: Full Time (37.5 hours per week)

Salary: NJC point 8 - £20,852 (pay award pending)

Contract: Initial 12 month contract (potential for extension – subject to funding)

Responsible to: Communications and Information Coordinator

Main purposes of the post:

The post-holder will be joining our small Information and Communications team, working closely across all aspects of the organisation.

The main purpose of our Information and Communications function is to:

- **CREATE.** Materials, resources and publications that effectively support, promote and amplify the work of Salford CVS
- **SHARE INFORMATION.** Providing our sector with relevant information on: resources, opportunities, support, in an accessible way and in a timely manner.
- **PROMOTE** the news, services and achievements of Salford CVS, our members, partners and the wider VCSE sector.
- **CHAMPION** the social, economic and environmental value of our sector and the impact it makes, supporting campaigns that reflect the values of our sector.

Your responsibilities

- Maintaining our full weekly content schedule across our social media channels
- Proactively identifying and posting relevant content – turning content around quickly to respond to the fast paced nature of social media
- Helping to write varied and engaging content for our website and social media channels that is reflective of our values and priorities
- Supporting the promotion of and participate in a range of events, from Awareness Campaigns (e.g. Small Charity Week), to our cornerstone events (e.g. Heart of Salford Awards)
- Work with the Communications and Information Coordinator and others within the organisation to ensure that our social media calendar planning and content aligns with organisational and specific project strategies
- Work with our wider team teams to moderate and respond to comments and direct messages and interact with followers to best develop our online communities
- Produce regular reports on social media performance
- Use Google Analytics to produce reports on key website stats, including referrals to the Salford CVS website attributable to social content

- Work with the Communications and Information Coordinator to develop plans and strategies to expand our reach and impact through our communications channels
- Be willing to establish a strong knowledge of developments, innovations, and new tech in communications and identify any that may be of benefit / interest to Salford CVS
- Help to maintain the Salford CVS website, including keeping key webpages up to date, data cleanses of webforms, checking live links and archiving news items

Generic responsibilities (all Salford CVS staff)

- Attend and actively participate in monthly staff team meetings
- Attend and contribute to regular line management sessions with your designated line manager
- Be responsible for the completion of work as set out in an agreed action plan, ensuring targets are met and delivered to timescale
- Write and submit a detailed monthly report to the Chief Executive of Salford CVS and to your line manager
- Manage your own time and workload effectively, whilst also working as part of a wider team
- Promote the mission, vision, values and strategic priorities of Salford CVS
- Fulfil all responsibilities in accordance with Salford CVS' policies and procedures, as set out in the Terms and Conditions of Employment and in related policy documents; and also actively implement and promote Salford CVS' Equal Opportunities Policy
- Ensure adherence to all relevant Health & Safety legislation, rules and procedures at all times
- Ensure all activities comply with relevant legislation and promote good practice in relation to safeguarding and data protection
- Undertake any other duties as appropriate to the nature and grading of the post – as required by the Chief Executive of Salford CVS

This job description is intended as an outline of the general areas of activity and responsibility for the post-holder and may be amended in light of the changing needs of Salford CVS.

Person Specification

Skills, knowledge, experience and abilities		Essential / Desirable	Assessment method
1.	A creative thinker – able to come up with new ideas, designs and opportunities	Essential	Application; interview; exercise
2.	Strong communication skills, both written and verbal	Essential	Application; interview; exercise
3.	Able to produce clear, accessible and accurate copy and content with a fantastic attention to detail and following our content guidelines	Essential	Application; interview; exercise
4	An excellent proof-reader and writer with an excellent grasp of spelling and grammar. Able to support colleagues to turn their idea into useable content and materials	Essential	Application; interview; exercise
5.	Able to effectively distil complex information into clear messages using appropriate style and tone	Essential	Application; interview; exercise
6.	Confident and experienced in using basic office IT systems including Microsoft Office and email	Essential	Application; interview
7.	Experienced in using a range of social media channels such as Twitter, Facebook, Instagram and LinkedIn	Essential	Application; interview
8.	A real team player – someone who can work as part of a team and step up to help others as needed	Essential	Application; interview
9.	Can confidently engage with colleagues at all levels, providing support and gaining an understanding of their requirements	Essential	Application; interview
10.	Flexible and adaptable approach – able to proactively manage their workload including managing multiple demands	Essential	Application; interview
11.	Positive and passionate – wanting to deliver successful outcomes	Essential	Application; interview
12.	Basic graphic design skills using packages such as Adobe CreativeSuite or Canva	Desirable	Application; interview
13.	Able to edit websites using a Content Management System e.g. Wordpress or Drupal	Desirable	Application; interview

14.	Ability to create and edit simple photos and videos for social media and other digital channels	Desirable	Application; interview
15.	Ability to schedule multiple posts using platforms such as Lightful, Hootsuite or Buffer	Desirable	Application; interview
16.	Experience using social monitoring and analytics tools and Google Analytics	Desirable	Application; interview
17.	Interest in and understanding of the voluntary, community and social enterprise sector and the work Salford CVS does within Salford and Greater Manchester	Desirable	Application; interview
All Staff			
.	Able to work flexibly – including unsocial hours as required (early mornings, evenings and weekends)	Essential	Application (Y/N)
.	Willingness to continue personal and professional development and to undertake relevant training identified with your line manager	Essential	Application (Y/N)
.	Commitment to adhering to all of Salford CVS' policies and procedures at all times, including Health & Safety and Equal Opportunities	Essential	Application (Y/N)
.	Willingness to undertake any other duties as appropriate to the nature and grading of the post	Essential	Application (Y/N)

How to apply and selection process

Salford CVS aims to ensure that comparison between applicants for posts is thorough, fair and in line with our equal opportunities policy. It is therefore essential that you complete the application form fully as it will be used to assess whether or not you are shortlisted for interview.

All applicants are advised to read fully the job description and person specification for the post before completing the application form.

The application form is separated into three parts. Part A and Part C will be separated from the application before distribution to the recruitment panel. Your application will then be assessed against the responses you provide in Part B. Please ensure you match your responses in Part B to the requirements of the person specification that are indicated for assessment in the application form and ensure you number your answers accordingly.

Salford CVS champions technical, practical and vocational education, which we believe should be valued equally with academic forms of learning. Consequently, we have signed up to Children England's Open to All recruitment campaign. We therefore do not ask for academic or professional qualifications unless we really do believe that they are essential to the specific role.



<https://www.childrenengland.org.uk/open-to-all>

Please do not send us a separate CV or any additional information that we have not asked for. We will only consider candidates who have completed the application form. If there is insufficient space in one or more of the boxes, you may attach supplementary sheets provided they are headed with your name and the position you are applying for.

Please use black ink or print when completing the application form. If completing electronically, please use Arial font 12.

Eligibility to Work in the UK

Salford CVS complies fully with the guidance issued by UK and Visa Immigration to ensure the prevention of illegal working in the UK. All job applicants are required to demonstrate their entitlement to work in the UK by providing one or more of the documents specified by UKVI before taking up post. The organisation does not sponsor job applicants from outside the European Economic Area. However, it may offer employment for those who hold either a Tier 4 or Tier 5 visa subject to any applicable restrictions. Those whom we employ who have been granted visas are kept under review to ensure they remain entitled to hold employment in the UK.

Deadline for receipt of applications

This vacancy closes **19th August 2022, 12 noon**

Please note late applications will not be accepted. Your completed application form and equal opportunities form should be returned by one of the following methods:

Email: Please email recruitment@salfordcvs.co.uk

There is no need to post an additional copy. If successful at shortlisting stage you will be asked to sign your application form at interview.

Post: Recruitment, Salford CVS, The Old Town Hall, 5 Irwell Place, Eccles, Salford, M30 0FN.

Acknowledgement of receipt

Email applications will be acknowledged when we receive them.

Should you wish to receive an acknowledgement for a postal application, please include a stamped, self-addressed envelope with your completed application form and we will return this to you.

Interviews will be held on **24th or 25th August** and will be held at the CVS Offices in Eccles, Salford.