



Community Advice and Support Services

Job Description and Person Specification

Please note this statement is for information only and does not form part of a contract. This list is not exhaustive, and you will be expected to undertake reasonable duties that may be assigned to you by CASSPLUS from time to time. Staff are expected to be flexible in their work in order to deliver the objectives of the organisation.

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| Job title | CASSPLUS Communications Officer |
| Contract type | Permanent |
| Grade/starting salary | £22,800 |
| Reporting to | Operations Manager |
| Area of work | Cornwall and Devon (flexible) |

Context

CASS+ is an independent charity providing advice and support to all who are attending Court or Tribunal hearings and their families. We operate independently of other agencies. We work with individuals to identify the most effective intervention to resolve the difficulties they are experiencing. CASS+ will signpost, encourage and enable clients to access a range of specialist agencies based in local communities. Our motto is '*access to answers*'

Purpose of the Role

To lead and coordinate communication strategies for the charity;
To raise the profile of the organisation across key external audiences and create new opportunities, through use of communication techniques.

Role Responsibilities

- Make recommendations for communication plans to the CEO and coordinate subsequent delivery to agreed budgets and timescales
- Design and deliver communication activities
- Coordinate activity strands, including website and maintaining company profile on social media platforms
- Find relevant content to help increase followers and to raise the profile of the charity
- Report and analyse social media content to monitor and maximise charity reach
- Develop external relationships with other charities, statutory providers and other organisations and individuals to contribute to organisational growth and influence

- Keep abreast of current practices and developments in effective communications and ensure that good service delivery adheres to the principles of good communications techniques

General Responsibilities

- Championing the organisation and maintaining its brand
- Play an active role as a member of the CASSPLUS Team
- Support the CEO with organisational aims and objectives
- Undertake any reasonable activity required by the CEO

Person Specification

| Knowledge and Experience | |
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| <i>Essential</i> | <i>Desirable</i> |
| Experience of leading on strategic direction of communication strategies | |
| Experience of designing and delivering effective communications across a range of platforms | |
| Good track record in using IT, database and social media | Sales and negotiation skills |
| Demonstrable understanding of the circumstances that may contribute to an individual requiring support and advice | Expertise in volunteering, or working, within the criminal justice setting |
| Confident communicator and public speaker | |
| Ability to build positive relationships and connect with a wide range of stakeholders, including businesses and members of the public | |
| Proven track record of keeping up to date records and files | |
| Be a good team player interacting with CASSPLUS teams across area | |
| Clean driving license | |
| Skills and Abilities | |
| Ability to work independently | |

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| Creative and entrepreneurial | |
| Administration and project management skills | |
| Good computer skills, including word processing, data entry, e-mail and internet | Ability to research and share information with clients and colleagues |
| Good time management | |
| Commitment to promote and practice the CASSPLUS mission, vision and values | |