

JOB DESCRIPTION AND PERSON SPECIFICATION

JOB TITLE: Transformation Cornwall: Social Media & Communications Officer

HOURS: 21 hours per week (with the intention to be split over 3 or 4 days, with three-month probationary period)

LOCATION: Work from Home with 'hot desk' available in Truro. With travel around Cornwall for events & meetings

SALARY: £27,000-30,000 pa, pro rata (depending on experience)

HOLIDAY ENTITLEMENT: 25 days pa, plus bank holidays pro rata

ACCOUNTABLE TO: Operations Director

TRANSFORMATION CORNWALL:

Transformation Cornwall is an ecumenical charity, strengthening faith based social action in Cornwall. We support churches, people and community groups (regardless of faith or no faith) who want to tackle poverty, deprivation and disadvantage in Cornwall. Our vision is to see faith in action at the heart of flourishing communities in Cornwall.

We work in three ways to support groups in tackling poverty and exclusion in Cornwall:

- **Meet the Funders:** an innovative, year-long programme providing conferences and workshops to inform, inspire and strengthen community work in Cornwall.
- **1:1 work:** bespoke support to individual churches, faith groups and grassroots organisations in Cornwall.
- **Strengthening links:** connecting faith based and non-faith organisations around our six core themes.

For further information about our work, projects and events: <https://transformation-cornwall.org.uk/>

OVERALL ROLE AIM:

To provide a wide range of social media and communications support to the Transformation Cornwall team. Contributing to the overall delivery of our TC communications plan, including leading on the monthly newsletter, and contributing to the maintenance and creation of engaging content for our website and leading all social media channels.

RESPONSIBILITIES:

- Contribute to the planning, design and delivery of effective TC social media, film and podcast content to help to build our reach.
- To maintain lead responsibility for the TC database, updating and developing effective systems and ensuring compliance with data protection legislation.
- Take lead responsibility for the TC communications calendar.
- Supporting the team with impact reporting: gathering and collating stats, feedback & stories, as well as creating and submitting reports.

TRANSFORMATION CORNWALL⁺

Strengthening Faith Based Social Action in Cornwall

- To take on a key role in the organisation of TC online and in-person events including contributions to the planning, design, promotion and delivery.
- To continue the development of our 'Tools for Change' thematic toolkits.
- Encourage the wider team to contribute to TC comms through posts, photos, case studies and stories.
- Support the team to gather, signpost and share relevant information and knowledge with the Transformation Cornwall network and community partners.
- Strengthening effective internal communications between the team, Trustees and community partners.
- Regularly updating the TC website with relevant content and prompting other staff when updates are needed.
- Operating as part of the wider TC team, offering mutual support.
- Attendance at TC events may sometimes be required, alongside additional events related to the joint partnership of TC.
- To carry out other relevant duties, as required, under the direction of the TC Operations Director.
- To attend regular team meetings, providing admin support as required.
- To attend regular supervision meetings with the Operations Director.
- To attend relevant training as required.
- To work collaboratively, as part of a team, sharing skills and experience to ensure the best outcome for the organisation or group we are working with.

Person Specification

The Social Media & Communications Officer role is a key role for the Transformation Cornwall team. We are experiencing a time of growth and this role is essential to help increase our capacity to respond to community needs across Cornwall.

Skills/Aptitudes:

- Excellent and proven track record of social media skills- design, delivery and growth
- Excellent IT skills
- Strong communication skills, able to work with groups of people from a wide range of backgrounds and abilities
- A well organised and flexible team player
- Able to work effectively and with attention to detail
- Able to use initiative, working both alone and as part of a team
- Well organised and transparent record keeping
- Able to prioritise a varied workload with conflicting deadlines

Knowledge/Experience:

- Experience of developing, designing effective social media and online content
- Hold significant experience of using platforms such as Canva
- Strong links and understanding of how to grow local networks.
- Experience of record keeping and data management/processing
- Experience of developing communications and inputting to a wider communications strategy.

Personal Attributes:

- Passionate about social action and fighting social injustice
- Self-motivated and enthusiastic
- Open, friendly and inclusive approach to working with people
- Commitment to anti-discriminatory practice in all aspects of work
- Empathy with all faiths, particularly in enabling faith groups to become more engaged with their local community and to tackle poverty
- Aware and supportive of the needs of working in ecumenical relationships across a broad spectrum of Church traditions and Christian groups

*Please note there is no requirement to be a Christian for this role.