

**Application Information**

Thank you for applying for a position with RISE.

* Job Description
* Person Specification

The application form and Equalities form are included in a separate document which is the portion which will need to be returned to us.

Please return your application via email to recruitment@riseuk.org.uk by the date shown on the advertisement. During our shortlisting process we anonymise applications; therefore, **please do not change the format of the application from word format.** **PDF format will not be accepted.** Please quote the reference number and the job title on the subject of the email.

For those who would prefer to handwrite their application, the application form can be printed from the website and returned via post to:

RISE

PO Box 889

Brighton

BN2 1GH

Please quote the reference number and the job title on the envelope and allow delivery time before the closing date.

If you do not receive a response within two weeks of the closing date, please assume that you have not been shortlisted on this occasion. We regret that we do not write to unsuccessful applicants.

Further information about RISE can be obtained on our website [www.riseuk.org.uk](http://www.riseuk.org.uk) including a copy of our latest report and accounts.

Please be aware that all applicants must be able to legally work within the UK for a minimum period of 12 months or for the maximum term of the contract if less than 12 months and relevant documentation must be provided at interview in the form of a current visa or similar.

**JOB DESCRIPTION**

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| **EMPLOYER**  | RISE |
| **JOB TITLE**  | Communications and Media Officer (Female\*) |
| **RESPONSBILITY TO**  | Fundraising and Engagement Manager |
| **RESPONSIBILTY FOR**  | Volunteers, students, interns |
| **SALARY GRADE**  |  £27,537 pro rata per annum |
| **WORKING HOURS**  | 16 per week over 2/3 days flexible around the work commitments including evening and weekends. |
| **SPECIAL CONDITIONS** | Weekend and evenings out of hours and flexible working required. Travel throughout Brighton and Hove and Sussex required. Open to Female applicants only. |
| **BASED AT**  | RISE premises in Brighton and Hove, surrounding areas and homeworking (safe working practices in place) |
| **DATE REVISED**  | July 2022 |

**JOB SUMMARY**

RISE is building a new fundraising and communication team. This new post is intended to meet our ambitious income targets and further reach into our communities. The successful candidate will work for a highly regarded women-led, women-centred and trauma informed charity with 27-years track-record in violence against women and girls (VAWG) and LGBT+ Domestic Abuse.

Working in a small team you will develop and grow a committed supporter base. The successful candidate will be creative, organised and resourceful, have solid experience in running successful awareness-raising campaigns, maximising digital channels and securing press opportunities to increase RISE’s reach and expand our reputation, stakeholder networks. The role will involve both internal and external communications and marketing as well as events planning and is a key role in building our profile, brand and channels of communication.

**\* This post is only open to female applicants as being female is deemed to be a genuine occupational requirement under Schedule 9, Paragraph 1 of the Equality Act 2010.**

**Key responsibilities**

* Identifying and securing PR opportunities to promote Rise and those who we support, and fundraising activities.
* Building RISE’s PR campaigns. This includes increasing exposure across all digital channels, building relationships with the press, and supporting marketing campaigns and other functions of the charity.
* Building on the charity’s internal and external communications in line with our feminist, women-centred brand ensuring accessible, safe and fair services which are trauma-informed.
* Proactively promote the RISE brand and protect RISE’s reputation by working in line with charitable objectives, values and strategic aims
* Represent Rise at events and external meetings.
* Further integration of digital fundraising and assisting with future-proofing RISE digitally by utilising the latest multi-media and technology, and researching new digital tools for campaigning
* Proactively promote the RISE brand and protect RISE’s reputation by working in line with charitable objectives, values and strategic aims
* Work to RISE Quality Assurance Standards and in compliance with accreditations, charity/companies house and Fundraising Regulators regulations and any other legal requirements. Ensure legal compliance including data protection, fundraising regulations and charity regulations etc.
* Work to RISE Safeguarding adults and children policies and procedures and work to agreed protocols with partner agencies.
* At all times protect the safety and security of the RISE, service users, staff, volunteers and buildings, and the confidentiality of records and other information.
* Uphold the rights of women, children, young people and families who have experienced domestic violence.
* Work to the RISE Code of Conduct.
* Adhere to the terms of relevant legislation, especially in respect of Safeguarding Children and Vulnerable Adults, Equality & Diversity, Employment and Health and Safety; and also keep updated on any changes or proposed changes in relevant legislation, policy and practice in their field of work.
* Play an active part in the charity’s external events as part of a team.
* Support the charity’s fundraising, services, education and public affairs activities.
* Participate in cross-functional projects.
* Undertake other tasks commensurate with the post and work flexibly across the team in line with business needs; including communications and events cover.
* Media and communications
* Building and maintaining strong relationships with relevant media contacts and other key stakeholders, utilising these relationships to expand the reach and increase the profile of RISE
* Identifying and securing features opportunities to promote the RISE’s services and key fundraising events e.g. 8k Undercliff Run for Women
* Copy-writing content
* Ensure consistent and clear messaging, tone of voice and house style is maintained across all communication platforms.
* Act as the first – and central - point of contact for all media enquiries in line with RISE Media Policy and Crisis Comms Guidance.
* Digital / Social media
* Collating and producing content for social media and website
* Copy writing high quality content
* Overseeing the development of the RISE Digital Strategy and the implementation of the social media / Website calendar of activity
* Using a wide range of communication channels, to support our fundraising and events
* Be reactive to key stories in our area of work and interactive and inspirational with social media, particularly around campaigns, events and linking to public policy on VAWG/DVA
* Plan and oversee digital fundraising campaigns to increase regular giving and community events

This job description sets out the duties of the post at the time when it was drawn up and will be reviewed from time to time. Duties may vary from time to time without changing the general character of the duties or the level of responsibility entailed. Such variations are a common occurrence and cannot of themselves justify a reconsideration of the grading of the post.

PERSON SPECIFICATION

E = Essential
D = Desirable

**Communications & Digital Officer**

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|  | **Post Specific competencies:** |  |
| 1. | Knowledge of violence against women and girls (VAWG) and specifically domestic violence and abuse. And an understanding of how domestic abuse impacts LGBT people | **E** |
| 2. | Press, media and communications experience in a fundraising / charitable setting | **E** |
| 3. | Know how to develop and maintain an organisation’s press profile, build relationships with media partners and key journalists, create high-quality content, copy-write material, manage crisis comms and train and support survivors and staff in press and media | **E** |
| 4. | Understand how to develop, maintain and innovate internal and external communication and marketing channels including websites and social media platforms for stewardship, fundraising and communications. | **E** |
| 6. | Excellent networking, community and relationship management working in a supporter-focused environment with evidenced experience in managing individual or corporate donors. | **E** |
| 7. | IT Skills including MS office / 360 / teams, databases, social media, Adobe Creative Studio as well as being future focussed on technology relevant to the role. | **E** |
| 9. | Able to travel across Sussex and occasionally nationally with a full, clean driving licence. | **E** |
| 10. | Large and small event marketing experience with exceptional project management skills. | **E** |
|  | **RISE Core Competencies** | **E** |
| 11. | **Communication:** ability to communicate clearly, concisely and in a timely manner, avoids jargon and adapts style to needs of audience. Communicates in a manner that is consistent with policies and procedures, showing respect for culture and beliefs. Gives people the opportunity to check their understanding and ask questions. | **E** |
| 12. | **Effective delivery:** ability to plan, prioritise and make improvements in order to achieve personal, team and organisational objectives within a timescale. Being proactive, taking an organised and engaged approach. | **E** |
| 13. | **Living RISE values:** is positive and self-aware, possessing ethos and philosophy demonstrated through their behaviour that reflects values of respect, independence, safety and equality. |  |
| 14. | **External orientation:** seeks information about the external environment on issues relevant. Keeps up to date on the development relevant to their role or team. Builds own awareness of the bigger picture. Generates new ideas and innovative solutions and creates tactical fixes to problems at hand. | **E** |
| 15. | **Safeguarding vulnerable adults and children**: Follows safeguarding policies and procedures when undertaking work with vulnerable adults, younger people and children. Takes appropriate and immediate action to deal with health and environmental emergencies. Promotes the well-being and safety of colleagues and service users. | **E** |

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