

Job Description

Job title: Communications and Impact Coordinator

Salary or Salary Scale: £26,212 pro-rata

Hours of Work: 0.6 fte (22.5 hours per week - ideally Monday - Wednesday)

Reports to: Director **Supervises:** Communications volunteers

Main purpose of the job:

To lead on the development of the Communications and Impact strategy for the organisation and then deliver through ecobirmingham's communication systems and staff's individual projects. This involves:

- **Leading on our approach to engagement and impact** – helping us understand our different audiences, growing our engagement across the city and with under-represented groups, and how to measure, report, and improve our impact.
- **Leading on our organisational communications systems** – responsible for our website, CRM system (Hubspot), data protection, monthly e-newsletter, social media accounts, corporate marketing and events.
- **Building the capacity of staff, trustees and volunteers to communicate and measure impact consistently and efficiently in their roles and projects** – through training, style guides, templates, etc

Success will look like improving the efficient and effective communications and impact reporting of our staff, trustees and volunteers that increase our funding, support, engagement and overall impact

Key Responsibilities

Leading on our approach to encouragement and impact

- Lead on the development, implementation and evaluation of our Communications and Impact Strategy which aligns to our brand and will increase our visibility, funding, support, engagement, and impact.
- Lead on our knowledge and understanding of our different audiences of individuals and communities across the city, their needs, and how to support their journey to become more sustainable, using the Climate Outreach 'Britain Talks Climate model'.
- Ensure we develop, test, and fund new approaches to engage identified 'missing voices' and under-represented groups or areas in the city.

- Evaluate, measure, and report the impact of our work in relation to the Bioregional 'One Planet Living' framework with the support of colleagues.
- Attend monthly management team meetings to provide organisation wide advice on our engagement and impact.

Leading on our organisational communications systems

- Lead on the development and use of our website and liaise with staff to update content, and IT support and marketing associates.
- Lead on our CRM system (Hubspot) to ensure we have all our relevant customer contacts and details in one place in accordance with our data protection policy, and staff are confident to use it daily for the agreed functions of fundraising, events, mailings, and stakeholder engagement
- Lead on our monthly e-newsletter, social media accounts, liaison with the press, corporate marketing and events and work with staff on provision of content.
- Lead on other systems that help to improve our efficient and effectiveness around communications and impact such as event booking systems, customer enquiries, and impact surveys.
- Commissioning marketing materials, print, design and content where appropriate and liaising with marketing and design associates.
- Annually produce and promote our impact report – liaising with staff and designers.
- Update quarterly the Greener Birmingham Coalition website and send out an electronic newsletter.

Building the capacity of staff, trustees and volunteers to communicate and measure impact consistently and efficiently in their roles and projects

- Ensure we talk about the organisation and projects we offer in a consistent way which meets the needs of the individuals and communities we currently serve, and those we want to in the future, and unites the organisation in the way it thinks and communicates.
- Providing one off training and materials for new staff in how to use style guides, templates, marketing materials and plans, good practice around accessibility, surveys, interviews, case studies, infographics, digital fundraising, use of office space, branded clothing etc.
- Providing coaching style support to staff as they identify additional training help around particular materials or templates, to bring them to an agreed minimum level of performance.
- Provide expertise agreed in advance for different staff on their projects to reflect their additional needs, such as proofing / designing a final report or newsletter, or reviewing a marketing or impact plan, or helping to delivery agreed communications.
- Line management of a communications volunteer, when available, to support agreed activities over 6-12 months.

Any special conditions:

- This post may occasionally require flexibility to work unsociable hours at weekends and evenings.

Person Specification

Qualifications	
Relevant experience or related qualification	Essential
Skills and Abilities (Related to Role)	
A logical approach to using audience and market insight to develop, deliver and evaluate communications and marketing plans within budget (Leading on our approach)	Essential
A systematic approach to using 'logic models or theory of change' to develop, measure and report on impacts, both in numbers and stories (Leading on our approach)	Essential
To write creatively, edit and produce audience focused marketing copy and materials on a wide range of issues (Leading on our systems)	Essential
To communicate effectively face to face, in writing, by email and on the telephone (Leading on our systems)	Essential
To use a range of Digital and IT products such as Microsoft Office, Hubspot (CRM), Wordpress, social media channels and cloud-based applications such as Eventbrite, Survey Monkey and Canva (Leading on our systems)	Essential
To co-ordinate marketing campaigns, plan and prioritise workloads, meet deadlines and work independently with attention to detail (Building our capacity)	Essential
To effectively engage with and influence colleagues with diverse needs to ensure delivery of communications and monitoring (Building our capacity)	Essential
Helping train others and to give and receive constructive feedback (Building our capacity)	Essential
Experience and Knowledge (Related to Role)	
Working in a communications or marketing related team or function (Leading on our approach)	Essential
Communications, impact monitoring and marketing in the not-for-profit sector (Leading our approach)	Desirable
Managing a CRM database (Leading on our systems)	Desirable
Content management of a website (Leading on our systems)	Desirable
Understanding of appropriate channel selection (on and offline) and demonstrable experience of producing marketing materials for a range of channels (Building our capacity)	Essential

Developing and implementing communications or marketing plans for projects to deliver strategic objectives in line with brand or editorial guidelines (Building our capacity)	Essential
Other requirements	
Ability to demonstrate an understanding of and commitment to our organisational values and sustainable living	Essential
Commitment to equal opportunities and diversity	Essential
Commitment to an open, team working approach	Essential

We do not accept CVs.

Previous applicants need not apply.

If, after reading the job description and looking at our website, you have any further questions that will help inform your decision to apply please email simon@ecobirmingham.com to arrange a brief chat on the telephone.

Please return your completed application form to michael@ecobirmingham.com by **5pm Monday 14th February 2022**. Interviews will be held 23rd and 24th February 2022.