



**Communications Officer:
Communications & External Affairs Team**

Job Description:

Location:

London office-based, 2-3 days per week, but would consider remote for the right candidate.

Purpose of the job:

This is a fun and fast-paced role in a growing charity. Working across the newly-formed **Communications and External Affairs** directorate, the **Communications Officer** will play a pivotal role in supporting the development and delivery of communications, media, marketing and external affairs strategies and presents an opportunity for an enthusiastic and skilled self-starter in the earlier stages of their career to gain valuable experience across a number of communications disciplines.

You'll support a small communications team to raise the charity's profile, increase engagement with key audiences, influence change and support the development and stewardship of the organisation's Kinship Community of kinship carers.

Key roles and responsibilities:

Communications and Media;

- Support the Communications and Media Manager with the Kinship press office; answering queries from journalists, and responding quickly and opportunistically to reactive requests.
- Support the Media and Communications Manager with proactive media and PR strategy development and delivery, including building relationships with and capturing information about key journalists and publications; drafting media materials including press releases; pitching and selling in stories to journalists and spotting topical and time-sensitive opportunities to raise Kinship's profile in response to relevant media stories.
- Support the Communications and Media Manager with cross-organisation communications planning, including development of a communications planning tool; social media content planner and information-sharing systems within the organisation.
- Support the Communications and Media Manager with the creation of engaging content for different audiences on Kinship's social media channels, including content co-produced with kinship carers, focusing on audience and purpose.

External Affairs:

- Support the Communications and External Affairs Manager to develop content (including briefings, fact-sheets, videos, infographics, press releases) for internal and external audiences, focused on the charity's influencing priorities.

- Support the Communications and External Affairs Manager to arrange events and meetings for decision-makers.
- Support the Communications and External Affairs Manager with development and delivery of influencing strategies, focused on the Independent Review of Children's Social Care and Kinship's influencing priorities.

Marketing:

- Support the Communications and Marketing Manager to develop communications plans and audience journeys for key audiences based on insight, and develop relevant content along these lines.
- Support the Communications and Marketing Manager to develop regular and engaging content for newsletters, and use email marketing tools to produce these.
- Support the Communications and Marketing Manager to develop marketing and promotion materials, templates and toolkits for use across the organisation with key audiences.

Kinship Carers' Community:

- Support the Communications and Marketing Manager with the stewardship of the Kinship Carers' Community, including helping develop and deliver stewardship strategy; developing regular email newsletter content; using Salesforce to capture data in a GDPR compliant way; using social media to engage and support the community.
- Support the Communications and Marketing Manager to co-produce engagement initiatives and activities with members of the Kinship Carers' Community.

Cross-team and organisation:

- Support the team to use Salesforce to capture data held on key audiences and to develop engagement strategies for different audiences.
- Develop content for Kinship's website, working with colleagues to source interesting stories, blogs and information; uploading this to the website and supporting the Communications and Marketing Manager to develop plans to increase engagement with Kinship's website from key audiences.
- Support with administrative tasks for the Communications and External Affairs team.
- Support all members of the Communications and External Affairs team in working with kinship carers to shine a light on their stories and experiences in a meaningful and empowering way.
- Championing the value of communications in helping Kinship support kinship carers and bring about the transformative changes they need and deserve across the organisation.

Person specification:

Essential qualifications and experience:

- Experience of developing content for different audiences and channels.
- Experience of providing project support, delivering plans on time and to budget and evaluating outcomes.
- Experience of working on a variety of projects simultaneously and the ability to calmly manage proactive and reactive projects simultaneously and prioritise.
- Experience of stakeholder communications and building relationships with stakeholders (e.g. journalists, decision-makers or beneficiaries).
- Experience of using communications planning tools or systems (e.g. planning grids, Asana, Hootsuite).
- Experience working in a role focused on one or more of the following areas:
 - Communications (including digital communications)
 - Marketing
 - Public/external affairs or campaigns
 - Media and/or PR

Essential skills and abilities:

- Excellent written and spoken communications, with the ability to tailor communications effectively to different audiences and channels.
- Excellent written skills and proven experience of providing high quality copy to deadline.
- Excellent organisation and administration skills, and the ability to work happily in a fast-paced environment, keeping multiple projects and objectives on track.
- Able to calmly manage proactive and reactive projects simultaneously and prioritise effectively.
- Confident using Mail Chimp – or a similar email platform and using a website content management system.
- Using Microsoft Word, Excel, PowerPoint and online design programmes such as Canva.

Desirable skills and abilities:

- Knowledge of children's social care system and/or experience of work with kinship carers.
- Understanding of working in the charity sector.
- Able to use social media and website analytics to report on engagement.

Desirable experience:

- Experience of kinship care
- Experience of working with people with lived experience in a meaningful and empowering way.
- Experience of utilising a contact management system or database effectively.

General attributes:

- A creative and solutions focused person, happy using your own initiative and quickly seizing opportunities.
- Able to digest complex information quickly.
- Organised and have good attention to detail.
- Flexible and willing to provide some out-of-hours cover and travel for work occasionally.
- Commitment to improving the lives and opportunities of children in kinship care and their families.
- Commitment to professional development.
- Enthusiasm for working collaboratively in a small, fast paced and developing charity, with the positive and approachable attitude, tenacity and innovative problem solving this requires.
- Passionate advocate of the vision, mission, and values of Kinship.
- A demonstrable commitment to equality of opportunity.
- Fluent written and spoken English.
- Permission to work in the UK.

How to apply:

Apply with a **CV and 1-2 page cover letter** in Word format to **recruitment@kinship.org.uk**, along with a completed Diversity & Equality questionnaire.

Your cover letter must set out skills and experience as outlined in the person specification.

Applications in other formats or without all these elements will not be considered. Applications to be submitted by **12pm on 1 November 2021** and first interviews will take place week commencing **15 November 2021**.

If you have questions about this role, please contact recruitment. Interviews may be arranged as suitable candidates are identified, so early application is strongly advised.



What it means to work at Kinship:

Our vision:

A society in which kinship carers and the children they care for are **recognised, valued** and **supported**.

Our mission:

To ensure that kinship carers and the children they care for get the **support** and **recognition** they need.

“ Knowing what you do helps kinship families that really need support.

Staff at kinship are caring, passionate and positive. Colleagues are genuinely nice to work with and care about each other as well as the kinship families we support. We are always innovating to better support kinship carers. **(Staff member at Kinship)**

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We want to offer you the best place to work. Our people are really friendly and incredibly passionate about working alongside kinship carers.

We want you to feel proud to work here and if you join us, we'll do our best to make that happen.



What we can offer you:



Community:

- Employee resource groups (including Equality, Diversity and Inclusion Committee and Wellbeing Committee).
- Staff away days.
- Regular social activities online and in person.



Family:

- Our policies include compassionate, dependents, carers and bereavement leave that support the lives of employees who have additional commitments.
- We are proud that 20% of our current staff are kinship carers, and we are striving to lead the way as a 'Kinship Carer Friendly Employer'.



Holidays:

- 30 days annual leave, plus bank holidays (1 April to 31 March).
- We close for three days between Christmas and New Year, which will be deducted from your annual leave allowance.



Cycle to work programme:

- This scheme enables employees to get tax incentives from cycling to work.



Flexible working:

- We operate flexible working practices which include working from home, varying start and end times of the working day, compressed hours and variable contract hours through the year.



Health and Wellbeing:

- Employee Assistance Programme (24/7 confidential advice line and counselling).
- Wellbeing Action Plan for each staff member.



Pay and pension:

- You'll be eligible and auto-enrolled into a pension scheme - we use Nest Pensions. Current employee contributions are 5% and we will contribute 3%.



Learning and development:

- A key part of our People Strategy is to continue to develop and enhance the learning experience during your time at Kinship, and we are proud to offer many learning opportunities.

Our recruitment process:

As a charity we want to hire the best people to support our vision and mission. People who are values led, high performing and really passionate about doing their best for kinship carers.

We will guarantee interviews to any candidates with experience of kinship care (either of being in kinship care or of being a kinship carer) who demonstrate that they meet the essential skills and experience outlined.

We welcome applications from people from all sections of the community, irrespective of race, colour, sex, gender identity, age, disability, sexual orientation, religion or belief.

Kinship is committed to attracting, developing and retaining a diverse workforce, with a broad range of backgrounds, experiences and perspectives, and we encourage applicants from those groups currently under-represented in our organisation and sector. Kinship operates a blind recruitment process in-house and any identifying information will be removed from your application prior to shortlisting.

Standard clauses:

- The post holder must at all times carry out their responsibilities with due regard to Kinship's Equal Opportunities Policy and Safeguarding Policy.
- Salesforce is our customer relationship management system (CRM) and all staff are expected to take accountability and responsibility for using it successfully as part of their day-to-day role to support the growth and impact of Kinship and better services for kinship carers.
- The post holder must accept responsibility for ensuring that the policies and procedures relating to Health and Safety in the workplace are adhered to at all times.
- The post holder must respect the confidentiality of data stored electronically and by other means in line with the Data Protection Act.
- The post holder must carry out their responsibilities with due regard to the non-smoking environment of all Kinship offices.

Note: This job description is not exhaustive. Kinship reserves the right to add to or revise the job description at any time - the post holder may be required to undertake any other duties that fall within the nature of the roles and responsibilities as detailed in this document.

Any substantial or major changes will be negotiated with the post holder.

Candidates must have a willingness to work regular evenings and weekends as required (time off in lieu will be provided) and to travel nationally (when possible) to attend events.