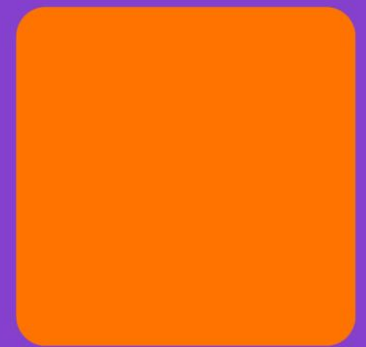


Communications Officer Recruitment Pack



Closing Date
27th May at 8am



**Befriending
Networks**

Role Summary

Role Title	Communications Officer
Hours	21 hours per week worked over four days
Location	Home-based, with an option for office working from our co-working space in central Edinburgh.
Salary	£16,767 Pro-Rata (FTE £27,945 per annum)
Benefits	<p>Employer Pension Contribution of 6%</p> <p>35 Day Annual Leave, inclusive of normal bank holidays (pro-rata is 21 days)</p> <p>Employee Assistance Programme with Health Assured</p> <p>Flexible and Remote working</p> <p>Access to training, learning and development</p> <p>21 hours of Employer Supported Volunteering each year</p> <p>Comprehensive employee handbook</p>
Contract Length	Permanent

We are the network for befriending organisations. Established as a charity in 1994 we have thirty years of experience supporting and connecting befriending services.

Our members form the largest network of befriending services in the world.

We provide access to sector-specific training, events, resources, and awards which support quality in befriending. Each year we coordinate Befriending Week from the 1st-7th November.



Befriending Networks

5-7 Montgomery Street Lane, Edinburgh, EH7 5JT
 0131 261 8799 | info@befriending.co.uk
www.befriending.co.uk

Befriending Networks Ltd is a Charitable Company Limited by Guarantee, registered in Scotland No. 195896. Charity No. SC023610 regulated by OSCR.

About Befriending Networks

Our vision is of a society where quality befriending support is available to everyone who needs it and the importance of meaningful connection is recognised.

Our Mission

We are the network for befriending organisations. We are the intermediary between our members, supporters, and stakeholders, working collaboratively and inclusively to connect and strengthen the befriending sector.

Our mission is to support organisations to deliver quality befriending services that promote wellbeing and meaningful connections, ensuring that everyone feels valued.

We further our mission by:

- Maintaining and expanding an effective and connected network of members
- Providing information, resources, training, awards, and consultancy for all aspects of befriending
- Raising the profile and an understanding of befriending and its impact
- Coordinating Befriending Week, our annual campaign taking place 1st to 7th November.

Our Values

Befriending Networks has three values. These values guide our behaviour, our service design, our planning, and our evaluation.

Support

We are supportive.

We are well informed and share our expertise, knowledge and insight. We value learning and consider different perspectives, reflecting our members' experiences and needs. We listen and understand.

Collaborate

We are collaborative.

We connect with people. We care and are approachable. We are respectful to each other, our members and other organisations. We are effective and efficient.

Lead

We are sector-leading.

We are resourceful, adaptable and innovative. We lead a valuable network which gathers, amplifies and represents the voice of befriending at all levels.



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What is befriending?

Befriending is a relationship supported by an organisation to enable meaningful connections. The befriending relationship has boundaries. It begins with an organisation matching individuals together and then providing ongoing support to both befriender and service user. The befriending relationship is monitored by the organisation and is supported at all stages, including managing the ending.

Befriending can be diverse in its delivery but shares a common goal of enabling meaningful connections. This connection can be between people with shared or different life experiences. Befriending is a planned social interaction, taking place in 1:1 and small group settings, and can be delivered in person or at a distance.

Befriending will achieve positive outcomes and prevent negative outcomes for individuals and communities. Befriending reduces loneliness and social isolation by increasing meaningful connections. The befriending relationship is nurturing, enriching, and trusting.

About the role

At Befriending Networks we have an exciting opportunity for a talented and dynamic Communications Officer to join our team. You will be experienced and motivated, making a key contribution to our staff team and network of befriending services.

We have been working hard over the past 12 months as an organisation, we have re-branded, are about to launch a new website this summer, and have published our Strategic Plan for the next five years.

We are seeking someone who is up for the challenge of creating and delivering our strategic communications priorities. The role will be a mix of content design and creation for social media, website, and newsletters; supporting campaigns; and taking the lead for our annual celebrations during Befriending Week.

You will be a skilled project planner, a team player, a problem solver, and someone who takes pride in producing high-quality accessible work. You will push us into new spaces including the introduction of blogs and podcasts and advancing our use of social media. You will have familiarity with interpreting analytics and audience engagement data.



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Strategic Communications Priorities

- ✓ Launch our new **website to streamline the experience of members** joining our network, as well as renewing memberships, booking events, finding resources, and connecting with other services.
- ✓ Create and deliver a **communications strategy** which considers the targeted use of social media and the introduction of long-form media including blogs, podcasts, and video content.
- ✓ Improve the **accessibility and inclusivity** of our digital content to meet the needs of all users.
- ✓ Coordinate **Befriending Week** with and for our members and supporters. We will put an increased emphasis on reaching out beyond the sector and working collectively to use this as an annual opportunity for recruiting volunteer befrienders.
- ✓ Support existing and emerging **national and global campaigns** that align with our policy priorities and consider opportunities for purposeful engagement with the media.



Job Purpose

The Communications Officer is responsible for leading our strategic communications priorities.

The key focus of this role

1. Implement and maximise the benefits of our website and charity re-brand.
2. Deliver our strategic communications priorities through the publication and delivery of an operational communications plan.
3. Project management of all aspects of Befriending Week.
4. Digital marketing of our services, membership benefits, training, and events.
5. Support the staff team to disseminate high-quality information to our membership on policy and research.

The performance indicators associated with this role

- Our website will perform well through SEO. We will baseline website analytics in 2025 and set performance targets thereafter.
- We will distribute 22 e-newsletters each year to more than 1000 recipients, with subscriber growth at 10% annually.
- Befriending Week resources will be downloaded more than 2000 times, with 15% annual growth.
- More than 75% of the membership will indicate that Befriending Week has positively impacted on volunteer recruitment.

All positions within Befriending Networks are expected to contribute appropriately and proportionately to the achievement of our strategic objectives. This may include contributing to our collective team outputs such as supporting our membership, facilitating network events, participating in team meetings and whole team projects, and assisting the CEO as required.



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Tasks Required in this Role

Here are some examples of work that you might undertake in this role.

- ✓ Creating and scheduling social media to market our training, events, and services. We use Social Pilot and have accounts on LinkedIn, X, and Facebook.
- ✓ Administrator our website with responsibility for making sure our website is up to date, supporting staff to add events, developing our membership directory, overseeing the updating of resources, and liaising with our web agency.
- ✓ Compile, edit and publish a monthly newsletter for all our stakeholders using Mailchimp.
- ✓ Compile, edit and publish a monthly newsletter to our children and young people stakeholders using Mailchimp.
- ✓ Engage with members to obtain case studies and blog or video content which would be of interest to our network and stakeholders.
- ✓ Copywriting of resources, case studies, webpages.
- ✓ Proofreading documents before publication.
- ✓ Creating 'how-to guides' to support the skills of our team and members about social media and digital campaigns.
- ✓ Keep our charity brand guidelines up to date and support compliance.
- ✓ Attend meetings with stakeholders related to campaigns such as Volunteers Week, Loneliness Awareness Week, and Month of Community.
- ✓ Design certificates, posters, leaflets, and social media assets associated with our services and work, most notably for Befriending Week 1-7 November.
- ✓ Each quarter, working with others in the team, collate a Research Briefing for our membership.
- ✓ Each quarter, working with others in the team, collate a Policy Representation Briefing for our membership.
- ✓ Develop and implement accessibility guidelines for our organisation's external communications and publications.
- ✓ Monitor reach, engagement, and analytics of our website and social channels.
- ✓ Request translation of copy into Welsh language.
- ✓ Design promotional materials for events and marketing.
- ✓ Attend training and networking events which develop your skills and knowledge.
- ✓ Have weekly catch-ups with your line manager; and weekly team meetings with your colleagues.



Person Specification

Knowledge and Skills

- Management of a WordPress website (coding/design experience not required) but copywriting skills are essential.
- Ability to create engaging inclusive graphics, video content and documents design to reflect brand guidelines for social media, website, newsletters.
- Knowledge and confidence using Canva, MailChimp, WordPress, Microsoft Office applications – experience with using AI is desirable.
- Accuracy and attention to detail in written communications; ability to digest, distil, and disseminate information for an intended professional audience.
- Knowledge of inclusion, accessibility, and equality within the context of communications.
- Outstanding communication and organisational skills and ability to work alone and prioritise own workload whilst being an excellent team member and able to build good working relationships with colleagues working remotely across the UK.
- Knowledge of the social sector including voluntary organisations, charities and wider civil society is desirable.

Experience

- Communications qualification, or 2+ years experience working in a charity or not-for-profit communications role.
- Communications project management experience, with the ability to plan and meet deadlines.
- Experience managing a range of social media platforms to communicate key messages.
- Experience in delivering and supporting social media-based campaigns and creating digital assets to be used by others.



Further Information

Willingness to travel within the UK as required for the needs of the role and our organisation.

This is a home-based role, but we do have a co-working desk space in central Edinburgh which could be made available if this was a preference for an office-based position.

Commutable proximity to Edinburgh is desirable to assist and support the CEO who is based in Scotland.

Availability to work on a Tuesday morning is strongly desirable to contribute to our staff team meetings which take place online each week.

There is a necessity to travel to Edinburgh for in-person meetings with our full staff team 3 times each year in person.

Travel expenses from home to the office are paid for those on home-based contracts.

Appointment to the post is subject to two satisfactory references and a basic Disclosure Scotland check.

All posts are subject to a 6-month probationary period.

For further information about our work visit www.befriending.co.uk

[Read our strategic plan](#)

For information enquiries about the role please contact susan@befriending.co.uk

How to Apply and Key Dates

Application must be made on an application form.

Please see our Job Applicant [Privacy Notice](#) for information about how we will handle your data.

Recruitment opens: Monday 13th May 2024

Application Deadline: Monday 27th May 2024 at 8am

Interview Date: Wednesday 12th June 2024 (online)



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