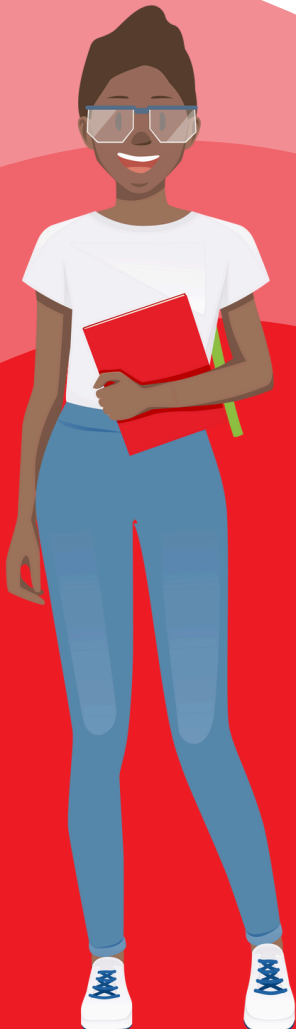


Community Action Suffolk Recruitment Pack

Marketing & Communications Manager



Welcome from Hannah Reid, Chief Executive of Community Action Suffolk

Dear Applicant

Thank you for your interest in working for CAS and the role we are currently advertising.

CAS is a diverse and responsive organisation and I am incredibly proud to lead such a trusted and passionate team. Our enabling work has such a positive impact on VCFSE organisations and the communities they serve.

This application pack should provide you with all the information you need about the role, as well an idea as to what CAS is all about, what we do and where we see our future.

We achieve this through our high performing and motivated staff team as well as our person centred approach to our work keeping people and communities at the heart of what we do. As well as making a difference in our communities you will find that the CAS team provide a friendly and collaborative environment to work in and no two days are the same.

I hope that you will find this opportunity both interesting and exciting and will consider submitting an application to join us.

Hannah Reid, Chief Executive



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About CAS

We exist to ensure the sector is supported, safe and sustainable. We provide (or signpost) whatever is needed behind the scenes to enable this, so the sector can concentrate on doing what it does best – making Suffolk an incredible place in which to live and work.

CAS supports organisations in the sector to enable them to operate more effectively. We provide a voice for organisations and groups who may not otherwise be heard and represent their interests to the private and public sectors. We do this through conferences, workshops, events, specialist networks, and by consultation with the sector.

We work closely with a wide variety of partners from other sectors including Suffolk County Council, Borough and District Councils, Town and Parish Councils, Health and Police, along with partners from the private sector such as New Anglia Local Economic Partnership and local businesses.

All these parties have a vital role in improving the lives of people in Suffolk and by working together we ensure Suffolk is the best place it can be for all those living and working here.

Our Vision

Community Action Suffolk's vision is that Suffolk is a county where every community aspires, thrives and grows.

Our Mission

Community Action Suffolk's mission is to strengthen and champion community action in Suffolk by supporting the voluntary, community and social enterprise (VCFSE) sector in its work.



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Our mission is underpinned by our **4 Strategic Priorities...**

1. Supporting a diverse and resilient VCFSE sector to build capacity and sustainability

2. Stimulating and developing impactful community and voluntary action

3. Creating and maintaining influential and equitable beneficial relationships between public, private and VCFSE sectors

4. Develop CAS as a sustainable and essential business in Suffolk, driven by continuous improvement and innovation



...and our 2 new **Development Priorities...**



Addressing Inequalities

&



Tackling the Climate Emergency

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CAS VALUES



Collaborative



Enabling



Person
Centred



Trusted



Responsive

Our **values** represent who we are, how we work, our aspirations, purpose, & our goals.

Chosen by our staff team, we reflect them in everything we do both internally and externally.

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The role at a glance

Hours - Part time 22.5 hours per week

Salary - £34,650 FTE - £20,790 Actual per annum

Start date - As soon as possible

Location - Office base Brightspace, Ipswich with blended home working

Accountable to - Chief Executive

Contract term - Permanent

Application deadline - 9.00am Monday 18th November 2024

Interviews will take place the week commencing - 18th November 2024

Please contact louise.bradshaw@communityactionsuffolk.org.uk for more information



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JOB DESCRIPTION

JOB TITLE: Marketing & Communications Manager	SALARY: £34,650 FTE - Actual £20,790
HOURS: 22.5 hours per week	TERM: Permanent
ACCOUNTABLE TO: Chief Executive	LOCATION: Brightspace, Ipswich

JOB PURPOSE

- To lead marketing & communications activity for CAS including overseeing CAS branding, social media, website, newsletters and other forms of marketing & communications as appropriate
- To generate additional income through marketing & communications support to the wider VCSE sector
- To manage and coordinate CAS's internal communications for events and campaigns
- To be an ambassador for CAS supporting and promoting CAS's diverse range of products and services
- To be a positive and flexible member of a high performing, innovative and enterprising team

MAIN DUTIES AND RESPONSIBILITIES

To lead marketing & communications activity for CAS including overseeing CAS branding, social media, website, newsletters and other forms of marketing & communications as appropriate

- To review and update the CAS Marketing & Communications Plan annually
- Provide professional communications and administrative support to individuals and teams working on both core and project work including planning, scheduling, and identifying appropriate methods of communication
- To collate information and produce the CAS external newsletter, oversee (including sign off) and review all CAS newsletters, and provide guidance to/support CAS staff who produce project specific newsletters
- To ensure CAS website is current and up to date by working with staff to request amendments/updates as appropriate and suggest new content to ensure the site is useful and easily navigable
- To provide coordination of all CAS external communications and ensure that the CAS brand is applied consistently throughout
- To make best use of a range of social media to promote CAS's work and help raise our profile, and support staff across CAS to utilise social media for individual project/service area promotion
- To maintain and further develop a photographic library of stock images of CAS staff and events
- To lead The Pod – CAS's network for marketing & comms professionals in the sector
- To coordinate with staff, liaise with guests and record CASPod
- To design and produce the CAS Annual Report, CAS Quarterly Impact Report, and other reports as requested
- To ensure CAS marketing & communications activity is equitable, diverse, and inclusive

To manage the marketing & communications function and budget, and generate additional income through support to the wider VCSE sector

- To effectively manage and coordinate marketing & communications activity across a variety of teams, colleagues and administration support
- To produce and manage the annual budget for marketing & communications activity
- To generate additional income through provision of support to the sector including design and delivery of marketing & communications training (i.e., basic introductions to website content, social media, marketing etc.), and other activities as applicable and led by sector need

To manage and coordinate CAS's internal communications for events and campaigns

- To maintain an up-to-date CAS events/campaigns calendar
- To communicate with and coordinate CAS staff on specific projects and campaigns as and when required
- To lead key campaigns throughout the year as directed
- To assist in the organising and delivery of the annual CAS Awards event and lead associated marketing and communications

To be an ambassador for CAS supporting and promoting CAS's diverse range of products and services

- To develop and maintain an expert working knowledge about the diverse range of CAS's products and services and seek to raise awareness and promote these locally and wherever possible
- To be a first point of contact to share knowledge about who to turn to for support in CAS
- To work with the wider CAS team to raise awareness of CAS's services and activities so they can promote CAS's diverse range of projects to their stakeholder groups
- To actively promote the benefits of CAS Network sign up to grow the Network and promote it whenever possible including to users of CAS services who are not signed up to our Network

To be a positive and flexible member of a high performing, innovative and enterprising CAS team

- To work collaboratively with colleagues to find solutions to issues as they arise
- To support the development of impact measurement tools to capture and record outcomes, developing and shaping partnerships
- To take responsibility for other activities as specified by the Executive Team

PERSON SPECIFICATION

	Essential	Desirable
Knowledge, Experience and Skill	<ul style="list-style-type: none"> • Previous experience in a marketing or communications role (AP,I) • Strong written, verbal and interpersonal communication skills with the ability to communicate and tailor content effectively to different audiences (AP,I) • Experience of delivering excellent communications and administrative support to an office environment (AP,I) • Ability to organise events and maintaining a network of contacts and building relationships (AP, I) • Experience of using Social Media as effective communications channel to promote the organisation, project or campaign (AP,I) • Experience of producing newsletter and written materials (AP,I) • Strong organisational and administrative skills including excellent attention to detail, effective time management and an ability to work on numerous projects simultaneously (AP,I) • Excellent IT skills and a willingness to develop these; in particular knowledge of MS Office is required and existing knowledge of digital design tools desirable (AP, I) 	<ul style="list-style-type: none"> • Previous management experience in a marketing or communications role (AP) • Experience of working with a website content management system (AP) • Desire to develop knowledge of communications and marketing to enhance CAS's reach (AP) • Experience of using social media scheduling tools i.e. Hootsuite (AP,I) • Good knowledge of CRM and bulk mailing (AP) • Excellent IT skills and a willingness to develop these in particular knowledge of MS Office is required and existing knowledge of digital design tools desirable (AP, I) • Experience of using key graphic design software programmes such as Adobe Creative and CANVA (AP, I) • Experience of working in the charity sector (AP)

<p>Attributes</p>	<ul style="list-style-type: none"> • Personal commitment to CAS and its 5 core values (AP,I) • Excellent team player with a positive attitude to change (AP,I) • High levels of flexibility and can-do attitude with the ability to “muck in” where required (AP,I) • A collaborative, responsive and solution-based approach to solving problems (AP,I) • Ability to self-manage, organise, balance, and deliver against a range of competing priorities (AP,I) • Commitment and an ability to contribute to an emotionally healthy and fun working environment (AP,I) • An ability to travel within Suffolk or further afield as necessary (AP, I) • A passion for delivering services with an emphasis on responsibility, community and quality (AP,I) • Commitment to the safeguarding and wellbeing of service users (AP,I)
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Community Action Suffolk encourages learning and development and therefore, if you don't meet all the above criteria, but feel you have demonstrable experience which relates to the role and the activities outlined, please apply. We will work with the successful candidate to build on their strengths and development areas and ensure a tailored induction and training programme is put in place.

How to Apply

To apply you will need to complete our application form by:

Apply Now



9.00am Monday 18th November 2024

You can find a link to the application form below:

<https://www.communityactionsuffolk.org.uk/wp-content/uploads/2023/10/Community-Action-Suffolk-Application-Form-October-2023.docx>

As part of your application you will be asked to:

- Tell us why the position appeals to you, and how your skills and experience demonstrate your suitability for the role.
- Provide full details of your education and employment history including dates
 - Include how you have demonstrated the CAS values of: Person Centred, Collaborative, Trusted, Responsive and Enabling within your supporting statement
- Provide details of two referees. One of your referees should be your current or most recent employer. All posts are subject to satisfactory references as detailed in the selection process section below.

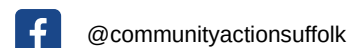
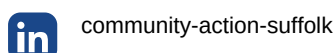
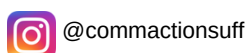
If you would like to have an information discussion about the role, please contact

Sarah Lungley on **01473 345400** or email
sarah.lungley@communityactionsuffolk.org.uk

Your completed application form should be sent to
louise.bradshaw@communityactionsuffolk.org.uk or posted to Community Action Suffolk, Brightspace, 160 Hadleigh Road, Ipswich, IP2 0HH. Please mark your application for the attention of Louise Bradshaw.

When submitting an application please state where you saw the post advertised.

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to completing our Application Form

CAS aims to ensure that comparison between applicants for posts is thorough, fair and in line with our Equal Opportunities Policy. It is therefore essential that you complete the application form fully as it will be used to assess whether or not you are shortlisted for an interview.

Please ensure you fully read the Job Description and Person Specification for the role before completing the application form.

The application form is in two sections and section A and the Equal Opportunities Form will be separated from the application before being given to the recruitment panel for shortlisting.

Your application will be assessed against the responses you provide in section B. Please ensure you relate your answers on your application to the requirements set out in the person specification and where possible provide examples. Please address each point in sufficient detail as incomplete sections may impact on the likelihood of your application being shortlisted.

Please do not send us a CV as part of your application or to apply for the role. We will only consider candidates who have completed the application form. If there is insufficient space on the application form, you may attach supplementary sheets but please include your name and the position you are applying for.



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Benefits of working for CAS

Our people are passionate about what we do and the difference it makes to the communities we work in and the people that live in Suffolk. Working in the Voluntary, Community and Social Enterprise sector has never been more interesting, offering talented people the opportunity to innovate, use their skills and expertise to make a difference.

We recognise that our people are central to what we do and the services we provide. We are committed to creating positive and fulfilling roles and providing environments where people flourish, develop and have the opportunity to make a real difference in delivering good quality services.

The benefits we offer to colleagues to support them in delivering their crucial role includes the following:

- ✓ Blended working where role allows
- ✓ Flexible working options to support work/life balance
- ✓ 33 days increasing to a maximum 36 (FTE) annual holiday which includes an allowance for bank holidays
- ✓ Up to 4% matched pension contribution
- ✓ 2 days pro rata volunteering days to support volunteering in Suffolk
- ✓ Staff Discounts Scheme for a range of retailers including; shopping, holidays, insurance, eating out and health and leisure activities
- ✓ Company Sick Pay Scheme
- ✓ Continued Professional Development for job related development
- ✓ Family Friendly policies and practices
- ✓ Tailored induction



Selection Process

Shortlisted candidates will be contacted and offered an interview date and time. Candidates will be notified of the method of interview. If the interview is face to face you will be notified of the location the interviews will be held and provided with directions. All interviews will be confirmed via email once agreed.

As part of the interviews candidates will be required to take part in a discussion or presentation about our CAS values. The format for this discussion will be confirmed when the interview date and time is accepted.

Referees

Always ask your referees permission before giving their contact details for your application. One of your referees should be your current or most recent employer/line manager, academic tutor or a volunteer manager if applicable. Please do not give details of family and friends.

Referees will only be contacted after an offer has been made and accepted. We will confirm with you before we approach your referees.

Accessibility and Adjustments

We are committed to providing reasonable adjustments throughout our recruitment process and we will always endeavour to be as accommodating as possible.

If you require a different format of the application form, such as large print, or you would like to discuss any specific requirements, please get in touch with us at louise.bradshaw@communityactionsuffolk.org.uk or call 01473 345400 and ask to speak to a member of the HR Team.

Equality, Diversity and Inclusion

CAS is an equal opportunities employer which welcomes applications from all sections of the community.

Everyone can expect to be treated with consideration and respect and CAS is committed to providing an inclusive environment for all. Good working relationships enable the full potential, creativity and productivity of each individual, in an atmosphere where everyone can learn and work without prejudice, discrimination or harassment.

The application pack contains an Equal Opportunities Form which we encourage you to complete and return with your application. Please be assured that this form is not part of the application process and it is removed prior to the shortlisting process.

The data we obtain from these forms is analysed to support our commitment to equal opportunities and the information will be used to help guide our recruitment strategies.

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Why work for Community Action Suffolk?

Here's what our staff have to say...

"Every day is different at CAS because the services we offer are so varied, and you never quite know what ideas or challenges our customers will want support with. This provides lots of opportunities to connect and collaborate with colleagues across the organisation, who may be working with the same people, or have relevant knowledge or skills to support you with your work. Working in this way is a great way to get to know colleagues across different teams and to share ideas and experiences, and staff are very supportive of each other.

As an organisation, CAS enables staff to have an effective work life balance, through blended working policies, and flexibility with working hours when needed. Due to this, I have been able to move from part time working into a full time role that fits around my commitments as a parent.

In the 6 years I have worked for CAS I have been able to progress through variety of roles. Having started at CAS as the receptionist, this gave me a great understanding of the wide range of services and support that CAS provides. I have been given the opportunity to undertake training, learn new skills and work on a variety of projects over the years and now co-ordinate 2 projects within the organisation." **Liz - Community Food Partnership Officer**

"CAS show they care for their employees. As I had dedicated 10 years to customer service at XXXX, I was nervous about moving on to a new career, but CAS has definitely proved most beneficial for me and my family. My health and wellbeing have improved massively and the work environment, including all the staff, have been most welcoming – it's a joy to be at work."

Hannah - CAS Subsidiary Officer

"Having worked in the corporate world for over 30 years. Working for CAS has been like a breath of fresh air. I received a very warm and professional induction. The staff are extremely helpful, friendly and nothing is too much trouble. A thoroughly enjoyable place to work."

Trevor – Head of Voluntary & Community Action

"When I started working at Community Action Suffolk, I was taking a leap from part time work around my young family to working full time. They assured me that flexible working was in place and now, nearly two years on, I wish I had joined sooner! CAS ensures there doesn't have to be a choice between being a parent, or working, by allowing for there to be a healthy work-life balance. The team is amazing, everyone supports each other, it really is a joy to come to work and see colleagues. Everyone is valued and, as an organisation, the staff really are kept at the heart of the work they do. Training opportunities, personal CPD and staff progression are encouraged, which allows for personal and professional growth at your own pace. The projects that CAS run are really varied, but everyone supports each other and genuinely takes interest in what is going on within the community. I feel fortunate to be part of a fantastic organisation who I am proud to represent and work for."

Sarah - Community Development Officer



"Well, what can I say! I've been here since 1998 and I can honestly say I fell into my first job here purely by chance. I didn't know anything about the charity or what it did at that point, and I applied on a whim! I liked the sound of it. I started as a part time secretary and librarian (for the smallest library ever!). Since then, I have undertaken various roles at CAS and within one of its predecessor organisations, varying from working with Village Halls, being the Rural Transport Partnership Officer, Quality Standards Officer, Reception and Buildings Supervisor and Community Oil Buying Co-ordinator! Pretty varied roles I'm sure you'll agree. Currently my work is around undertaking Research and supporting our Network Membership scheme. The one consistent thing throughout my time with CAS is the lovely people you get to meet and work with. That is the overriding comment made when people join or leave the organisation, that everyone here is lovely and that we all work as a team. Though many of us work in different areas, on different projects and at different times of the day and week and from different locations, there is always someone around who you can bounce ideas around with, ask for help from or simply have a chat with."

Nat – Resources Officer

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Get in touch



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Action Suffolk please visit our
website

www.communityactionsuffolk.org.uk

Call us on *01473 345400*

or email

info@communityactionsuffolk.org.uk



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