



JOB DESCRIPTION

Job Title:	Communications Officer
Hours:	17.5 hours per week (2.5 days per week or option to work flexibly over the week)
Contract:	Fixed term contract for one year with the potential to extend for a further 2 years. We will also consider self-employed status as this is a part time role
Salary:	£11,000 (£22,000 per annum FTE) plus a company stakeholder pension.
Annual Leave:	10 days per annum plus 4 bank holidays (on an employed basis).
Location:	Hybrid.
Responsible to:	Merton Giving Lead.

Who We Are.

We are Merton Giving. We make local giving easy by providing a focal point to get involved. We harness the collective strength of our community and, through donations and fundraising activities from our supporters, award grants to charitable organisations working locally to tackle inequality and change lives for the better in Merton

Merton Giving is an initiative from partners Merton Voluntary Service Council (trading as Merton Connected) and Merton Chamber of Commerce. This role is based with Merton Chamber of Commerce and reports into the Merton Giving Lead.

Role Summary:

To support the Merton Giving Lead and Fundraising and Engagement Manager to develop and implement communications to support different activity across a range of communication channels to drive awareness of and engagement with Merton Giving.

Key responsibilities:

- Support the team management and development of the Merton Giving brand through a comprehensive communication plan based upon emotive messaging and storytelling.
- Manage communications to showcase different areas of marketing and fundraising activity including campaigns, appeals and grant management.
- Responsible for generating engaging content for website, social media and newsletters.
- Day to day management of social media, website and email newsletters including publishing.
- Generate regular stakeholder stories to demonstrate the impact of Merton Giving's work.
- Develop engagement resources and tools to support donor engagement.
- Using brand guidelines and templates, develop creative for communications using Canva.
- Develop and maintain a media list within the database.
- Working with the wider Merton Chamber of Commerce team to ensure seamless communications.
- Extend Merton Giving's reach and engagement through writing press releases and pitching features, when appropriate.



- Contribute towards tracking and monitoring of activity and keeping the database up to date.
- Analyse activity including regular social media evaluation, newsletter and website metrics.

Person Specification

Knowledge, Skills and Experience:

- Experience of working in a communications role, either in-house or with an agency.
- Proven experience of using a variety of community engagement techniques and tools and engaging with different audiences.
- Understanding of running social media accounts and managing website content updates. Experience with Word Press is preferred.
- Experience of copy writing skills to develop creative copy e.g. website updates, social media content and newsletter content.
- Local knowledge of Merton is preferred and an understanding of the role of the voluntary/third sector desirable.
- Ability to self-organise, prioritise tasks, work under pressure and meet deadlines.
- Strong attention to detail, good interpersonal skills and a can-do attitude.
- Experience in developing creative material and an understanding of working with brand guidelines is desirable.
- Excellent IT skills and experience of using databases.