



## Communications Lead - Job Description and Person Specification

### HIVE Portsmouth

HIVE Portsmouth is a registered charity in England and Wales (1189067) and a company limited by guarantee registered in England and Wales (12064936)

HIVE Portsmouth works with individual people, communities, and other organisations to improve well being within the City of Portsmouth.

### Reporting to

The Communications Lead is a key position and will report to the Senior Management Team (SMT)

### Summary of Job Description

Hours per week	12 – 15 hours
Salary:	£27,000 - £30,000 pro rata
Reporting to:	CEO

HIVE Portsmouth works with other people and organisations to improve the health and well being of people in Portsmouth. Key partners include health and care statutory organisations with the city and the hundreds of voluntary, community and social enterprise groups (VCSE) who play a pivotal role in supporting local people. We actively support and develop the VCSE sector within the City of Portsmouth and enable and support social action on issues that face people within Portsmouth.

The role of Communications Lead will be to ensure effective communication, promotion, marketing, engagement, and involvement both within and out of the organisation to support our goals.

The role requires confidence at communicating with people and groups on all issues and at all levels. Creativity in communication to effectively tell our story, and that of the VCSE to promote the sector will be key. We are looking for someone imaginative, creative, and dynamic coupled with excellent organisational skills who can ensure that our story is heard and that the contribution of the VCSE is recognised. Communication and promotion will be across all forms of channels, including digital and traditional so it is important to be experienced in social media, website design and content as well as traditional forms of communication such as press releases, radio interviews and written content. The postholder should be able to introduce innovative forms of communication that bring our work and that of the sector to life and can generate enhanced involvement from our stakeholders and the public.

Hours of work are 12-15 hours per week worked flexibly across a minimum of three days, ideally Monday, Wednesday and Friday but this is open to discussion. From time to time (but not often) there may be urgent issues where you will be called upon outside of routine work hours, so some flexibility is required.

The postholder must develop a good understanding of HIVE Portsmouth's goals, purpose and relationships and ensure that communication and marketing is appropriate. At times this will require an understanding of the sensitivity and confidential nature of some information so the postholder must be able to



demonstrate discretion and maintain high standards of integrity and behaviour. A close working relationship with the senior management team will be essential.

## Other Duties

The role will develop according to the needs of the organisation and the contribution of the postholder. Expected duties, in support of the above, are expected to include but will not be limited to: -

- Create engaging content across a range of communications platforms, including social media, email, newsletters, articles, graphics, and videos – ensuring an effective communication means to reach the intended audience, including hard to reach groups.
- Ensure the work of HIVE Portsmouth is clearly communicated and understood
- Promote individual projects undertaken by HIVE Portsmouth and their outcomes
- Promote the local VCSE by telling their stories and illustrating their work.
- Promote other alliances, events, and networks either for HIVE Portsmouth or on behalf of the sector
- Be responsible for appropriate, timely and meaningful website content.
- Be responsible for the branding of HIVE Portsmouth – creating internal templates for team use and ensuring consistent and accurate branding.
- Continually review and develop a communication strategy plan that actively supports HIVE Portsmouth’s strategic goals, demonstrating our impact and that of the VCSE sector.
- Develop an annual plan for communications, based around seasonal and topic needs
- Promote, help organize and support CAN – a monthly networking event facilitated by HIVE Portsmouth
- Help develop and maintain our HIVE Portsmouth Directory of Services and Events pages, ensuring regular promotion and increase in usage by partners, stakeholders, and the public.
- Support the HIVE Portsmouth team by being responsive to their communication needs to advertise or promote their work.
- Ensure arrangements are in place for cover of social media and website content during periods of planned or unplanned absence by the stakeholder – ensuring a corporate, consistent approach which may include initial training and support to other team members.
- Review and interpret other news, both national and local to ensure that it is disseminated appropriately. This may involve taking complex information and communication it more clearly to the intended audience.
- Assist the SMT with production of action plans, project plans, reports, and returns, including the production of an annual impact report and an annual plan/strategic plan.
- Lead on HIVE Portsmouth’s GDPR, information governance and other statutory obligations to always ensure compliance.
- Maintain a photo library for HIVE Portsmouth use, ensuring appropriate consents and GDPR compliance.
- Understand the importance of the CRM for HIVE Portsmouth in demonstrating performance, activity and impact and be willing to become an in-house expert in the management of the CRM, including coordination of required updates and potential delivery of training to other team members.
- Training to other team members as appropriate on communications and marketing issues.



## Person Specification

- Evidence of successful communications (including digital communications) role which has maximised reach and involvement of diverse audiences.
- Experience of working with /an understanding of the VCSE
- Ability to take the initiative and develop successful communications and marketing to demonstrate our impact.
- Willingness to learn and take on new responsibilities as the charity grows and develops.
- A commitment to our charitable objects
- Meticulous attention to detail
- Understanding of political issues, sensitive issues, and confidentiality.
- Excellent organisational and record keeping skills
- Strong IT skills, ideally including experience with development, management and maintenance of websites, social media platforms,
- Knowledge of SharePoint, and Microsoft Teams in addition to core Microsoft packages.
- The processing, relaying, and reporting of large amounts of information in a concise and understandable format.
- Excellent numerical, oral, and written abilities
- Excellent interpersonal skills

It is an essential requirement that the postholder practices discretion and diplomacy in all areas of the role and maintains high standards of integrity and behaviour.

