

HIBISCUS INITIATIVES

Job Description and Person Specification

JOB TITLE	Communications and Information Co-ordinator
SALARY	£26,000 to £30,000 pro rata (depending on skills and experience)
REPORTING TO	Chief Executive
RESPONSIBLE FOR	Interns and volunteers
DURATION	12 months fixed term (possible extension subject to funding)
HOURS	17.50 hours per week (0.5 FTE)
LOCATION	The post holder will work mainly from the Hibiscus office. There will be a requirement to travel occasionally across London and beyond to any of the institutions with whom Hibiscus works.

Job Summary

The Communications and Information Co-ordinator is an exciting new post for Hibiscus. Given the post is part-time, there will be a need to set priorities with the CEO and work with administrative staff, interns and volunteers to undertake some of the operational aspects of the role. The post holder will

- Update, improve and implement the communication strategy in consultation with the CEO, heads and other staff
- Develop and manage systems that promote good communication both internally and externally using all appropriate forms of media and digital technology
- Lead on ensuring the key messages are appropriate in tone and content and ensure authorised staff are fully trained in the use of all forms of media communication.
- Pick up on media coverage and interest in each of the areas we work so that the organisation is quick to respond.
- Increase support and knowledge of our work in line with organisational objectives
- Promote a better understanding of our work and our clients
- Work creatively, and passionately to positively promote our work
- Work with others to develop funding applications whilst maintaining a 'case for support' for grant applications and bids
- Work independently and as part of a team while managing own workload

Key responsibilities

1 Writing, editing and design

- 1.2 To update and deliver the Hibiscus Communications Strategy to communicate more effectively with clients, delivery partners, funders, other stakeholders and the general public
- 1.3 To update and inform staff, volunteers, clients, stakeholders, partners and funders about our activities
- 1.4 To work with colleagues to produce and submit current and informative news articles and press releases for local/national press and relevant specialist press.
- 1.5 To work with colleagues to produce the Hibiscus Annual Report and Annual Review
- 1.6 To manage publications, producing information, fact sheets and promotional booklets on Hibiscus services.
- 1.7 Together with the staff team build and maintain a 'case for support' for grant applications and bids
- 1.8 To ensure consistency, accuracy and high quality in dissemination of information
- 1.9 To assist others in improving written reports.

2. Managing Hibiscus digital presence including website and social media networks.

- 2.1 To manage and update Hibiscus' website, ensuring all communications convey Hibiscus' mission, values and ethos and the site remains dynamic and interesting
- 2.2 To coordinate and improve Hibiscus social media profile and presence including Facebook, Twitter, LinkedIn and WordPress.
- 2.3 To maximise our fundraising potential through securing our presence on all known and appropriate digital platforms.
- 2.3 To develop and maintain media policy and procedures, including training and guidelines for staff to ensure the Hibiscus ethos is consistent and well represented across all media platforms.
- 2.4 To liaise with agencies, voluntary sector organisations, forums and working groups to ensure Hibiscus provides the most effective support, advocacy and representation for its clients.

3. COMMUNICATION

- 3.2 To organise and promote events with the aim of encouraging dialogue and promoting understanding of issues relating to our work
 - 3.3 To take an overview of the Hibiscus library of resources and information
 - 3.4 To source/negotiate services for communication needs within a limited budget.
 - 3.5 To outsource and work with partners as appropriate – designers, printers, website maintenance company etc.
 - 3.6 To establish and maintain good working relationships with other members of the Hibiscus staff team.
 - 3.7 To organise and attend meetings as appropriate actively participating and disseminating information to colleagues.
 - 3.8 To arrange public speaking engagements for staff and trustees
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4 INFORMATION MANAGEMENT

- 4.1 To keep accurate records and contribute to the maintenance and development of the Hibiscus records in respect of press coverage
- 4.2 To maintain accurate contact details as per Hibiscus protocols and procedures.
- 4.3 To contribute in producing monitoring reports and evaluations as requested.
- 4.4 To participate in the maintaining of information on relevant partner agencies and contact telephone numbers, specifically researching and developing links with agencies relevant to Hibiscus clients.
- 4.5 To ensure all files and documentation are kept in accordance with agreed administrative systems.

5 PERSONAL/PROFESSIONAL DEVELOPMENT AND TRAINING

- 5.1 To attend and prepare for regular line management meetings.
- 5.2 To participate in appraisals in accordance with Hibiscus policy.
- 5.3 To attend any other supervision.
- 5.4 To continue to develop information and communication technology (ICT) skills.

5.5 To develop a broad understanding and awareness of developments in public policy and legislation regarding Foreign National women offenders and related subjects by attending relevant training courses, regional and national meetings and conferences.

6. FURTHER INFORMATION

6.1 The post holder must at all times carry out duties and responsibilities with due regard to Hibiscus equal opportunities policies and procedures.

6.2 The post holder is expected to take responsibility for self-development on a continuous basis, undertaking on-the-job and other training as required.

6.3 The post holder is required to fully familiarise herself with and comply with Hibiscus policies and procedures.

6.4 The post holder must be aware of individual responsibilities under the Health and Safety at Work Act and identify and report as necessary any untoward accident, incident potentially hazardous environment.

This job description is intended as a guide to the main responsibilities of the post and not as an exhaustive list of duties and tasks. The post holder may be required to undertake other duties appropriate to her grade, that are not listed above, at the direction of her manager. This job description is a draft and may need to be reviewed according to the service delivery required by Hibiscus.

PERSON SPECIFICATION

Communication and Information Lead Officer

Essential = E Desirable= D

		E or D	Application form	Interview
EDUCATION/ QUALIFICATIONS	Relevant degree or qualification, NVQ 3/4	E	A	
ABILITIES	Excellent written and verbal communication and presentation skills.	E	A	I
	Able to outsource and work with partners – designers, printers, website maintenance company etc.	E	A	I
	Ability to work effectively on own initiative without direct supervision.	E		I
	Ability to contribute to the development, evaluation and monitoring of the Hibiscus service.	D		I
	A high degree of IT proficiency including Microsoft Office, Excel and Publisher, social media and website editing	E	A	I
	Ability to communicate in languages other than English	D	A	
EXPERIENCE	Experience of using digital technology e.g. twitter, Facebook, LinkedIn and WordPress	E	A	I
	Experience and knowledge of a range of communication and marketing techniques	E	A	
	Experience of sourcing/negotiating communication works within a limited budget.	E	A	
KNOWLEDGE	Understanding of multifaceted organisations who work with vulnerable people	D	A	I
	Thorough understanding of confidentiality issues.	E	A	I
	Understanding and commitment of the principles of equality and diversity.	E	A	I
OTHER REQUIREMENTS	Interested and motivated to further own skills and knowledge.	E	A	
	Committed to human rights	D	A	I

