

Role Profile	Communications and Social Media Officer
Salary	£30,000 per annum
Hours	37.5 hours per week
Job type	Permanent
Location	Hybrid – Remote based with some mandatory travel to London (approx. 12 times per year)
Closing date	5 th April 2023
How to apply	https://app.beapplied.com/apply/qwscdyn82g

For over two decades, Social Investment Business has provided finance and support to charities and social enterprises. We empower these organisations to do what they do best - serve the communities they operate within.

Find out more about what we do: <https://www.sibgroup.org.uk/>

Our values are: People First, Curious, Bold, Collaborative, Accountable

For further information on our values and our generous benefits please visit <https://www.sibgroup.org.uk/about-us/work-with-us/>

About this role:

We have an exciting opportunity for a talented Communications and Social Media Officer to join Social Investment Business. As a member of the External Affairs team this role will assist in shaping our communications, editorial, and social media strategies.

We are looking for someone who:

- Can create compelling communications showcasing our programmes and funds.
- Can provide expertise and oversight in the shaping and embedding of SIB’s external messaging.
- Can produce accessible and well-written marketing materials for our programmes and funds.
- Is a strong and effective communicator using a variety of digital media.
- Can support formal and informal engagement with SIB’s customers and the internal team.
- Is an enthusiastic self-starter with a commitment to open and transparent communication with a wide range of stakeholders.

Key responsibilities

1. Working with the External Affairs team to shape and implement campaign messaging and stakeholder relations.
2. Developing and implementing communications for specific funds, working with our delivery partners and sub-contractors, as appropriate.
3. Working with the External Affairs team to develop and implement a digital strategy including email marketing, website, social media as well as content management.
4. Supporting the Director of Investments in delivering new business strategies by providing publicity plans, key messages and event support as necessary.
5. Building relations with contacts in partner, investee and other stakeholder organisations.
6. Working within the External Affairs team to shape the Communications and Public Relations Strategy, including developing and managing campaigns, messages and stakeholder relations.
7. Editing, managing and checking for consistency in style and messaging a wide range of content and publications as required including newsletters, brochures and reports, case studies, blogs, articles, website content, e-newsletter content.
8. Working with the External Affairs team to liaise with external networks – national, third sector and key regional press contacts, other communications managers – to increase the reach of SIB’s work and to disseminate it widely.
9. Staying on top of sector press and news stories and flagging appropriate opportunities for SIB to exercise influence and develop an authoritative voice on matters related to social investment and the development of the social economy.
10. Work with the External Affairs team to help SIB's public affairs strategy, and identify regular opportunities for blogs, op-eds and to publish evidence and reports.
11. Working with the External Affairs team to help explore how we can use SIB’s data to add insight and influence via SIB's external channels.
12. To work within the organisation's values, principles, and processes to achieve operational excellence.
13. To adopt our continuous improvement and learning ethos.

14. To support and embed equality, diversity and inclusion into day-to-day behaviours and activities within your role as well as contributing more widely across SIB's commitment to E, D & I.
15. To support and contribute to the implementation and delivery of SIB's strategy.
16. In agreement with manager to undertake other tasks and work on cross team projects that support the objectives of SIB as required.

Core competencies

- Commitment to quality (aligned to our QMS)
- Commitment to equality, diversity & inclusion
- Experience of creating impactful content and campaigns utilising multiple channels and platforms.
- Excellent oral communication skills with the ability to communicate effectively with a wide range of stakeholders.
- Experience of managing profiles on Twitter and LinkedIn.
- An avid reader of mainstream news and new media.
- Experience of qualitative research, including conducting interviews, developing case studies and drawing insights from talking to customers and key informants.
- Excellent written communication skills with the ability to write accurate, engaging and crisp copy with a flair for storytelling for a range of different channels.
- Good organisational, planning, and project management skills and the ability to work to tight deadlines.
- Working knowledge of Microsoft Office (Word, PowerPoint, Excel, Outlook).
- Experience of video editing.

Desirable Competencies

- Experience of website management including editing posts and working with a range of different CMS such as Wordpress.

Photography experience.