



CULHAM ST GABRIEL'S
CHAMPIONING RELIGION AND WORLDVIEWS EDUCATION

Recruitment Pack

Communications Officer

Job Title: Communications Officer

Reports to: Digital Manager

Hours of Work: 35 hours per week, full time

Location: Home based, with once-a-month in person meetings

Salary: £35,000 per annum

Key Benefits: 10% employer pension contribution, Salary Sacrifice Scheme offered, employer supported volunteering.

Holiday Entitlement: 25 days per annum, bank holidays and four discretionary days

Culham St Gabriel's Trust is an endowed charitable foundation whose vision is for a broad-based, critically reflective religion and worldviews education contributing to a well-informed, respectful and open society. The Trust is committed to providing religion and worldviews teachers and other educationalists with the support, connections, challenges and professional development they need. For more information about the Trust please visit www.cstg.org.uk and our website for educational professionals www.reonline.org.uk

We are looking for a creative, passionate and dynamic professional to lead our communications strategy and social media engagement across multiple platforms. You will join a small, but recently expanded, friendly staff team. Our values lie at the heart of everything we do. We are a remote working organisation, meeting regularly online for team meetings, and in-person about once a month. Occasional travel to other in-person meetings on Trust business will be required as part of this role.

We encourage you to have an informal conversation about this role before you decide whether to apply. Please contact Kathryn Wright, Chief Executive. ceo@cstg.org.uk

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Job Description: Key Responsibilities

Communications

- Produce and deliver an actionable communications strategy and operational plan in accordance with the current needs, mission and priorities of the Trust
- Raise the visibility of the Trust among certain priority groups, including among potential new trustees, 'hard to reach' stakeholders and under-represented groups
- Support all staff and consultants in implementing the communications plan, liaising with them to identify opportunities for raising the profile and impact of the Trust
- Take responsibility for our regular communications with all stakeholders including via e-news and all our social media platforms
- Set up our online events and communications about them
- Supporting communications and marketing at in-person events and conferences hosted by Culham St Gabriel's and partner organisations
- Communicate with other funders working in the religion and worldviews education space
- Work with the Digital Manager in utilising our CRM system
- Update content and provide copy for our websites

Social Media

- Create and post content for all our social media platforms
- Monitor our social media accounts, including comments and postings
- Interact with other social media users through our platforms (currently X/Twitter, Facebook, Instagram and Linked In) e.g. retweeting, commenting

Person Specification

You will be a marketing, PR and communications all-rounder, who is agile and pro-active in their approach. You will have knowledge and understanding of the religion and worldviews community and/or of the education sector. You will thrive in an often-changing context, be a collaborative team player and able to build and maintain positive relationships with our key partners and stakeholders.

Skills and Experience

| Essential | Desirable |
|--|---|
| A commitment to the vision, mission and values of Culham St Gabriel's | Level 3 or above qualification in digital marketing, communications, media or similar |
| Minimum of 2 years' experience of digital communications and/or marketing in a similar environment e.g. education, religion/belief context or charity sector | Experience responding to media requests, producing press releases/statements |
| Knowledge of the religion and worldviews community, education or charity sector | Experience of using social media analytics |
| Background of successful delivery of a communications and/or campaigns strategy | Ability to produce and edit short videos/audio files for uploading to our websites and social media |

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|---|---|
| Experience of creating powerful and engaging content, including graphics, for multiple social media platforms | Experience of working with a diverse range of stakeholders and building relationships with them |
| Experience managing and engaging with multiple social media platforms | Willingness to sometimes work out of normal office hours to support communications e.g. at a weekend to support an online event (time off in lieu will be given) |
| Excellent copywriting and editorial skills, with strong client-first mindset and the ability to communicate to different target audiences | Experience of using: <ul style="list-style-type: none"> • Mailchimp • Hootsuite • Canva, CapCut or Adobe Suite • Salesforce |
| Ability to initiate, organise and manage projects through to completion | |
| Good working knowledge of Microsoft Office Suite including Teams | |
| An understanding and commitment to diversity, equity and inclusion | |
| Experience of working within a team, and comfortable working on own initiative | |
| Right to work in the UK | |

How to apply

To apply for this role, please email ceo@cstg.org.uk with the following:

- A copy of your current CV in Word or PDF format, including the names of two referees. Referees will not be contacted until the end of the recruitment process.
- A covering letter in Word or PDF format on a single side of A4 which answers the following:
 - a. Tell us what motivates you to work within the religion and worldviews education sector.
 - b. Tell us why you are interested in this role.
 - c. Tell us about the experience you would bring to this role.

Closing date: Friday 13th September 12 noon

Notification of Shortlisting: Friday 27th September

Interviews: Wednesday 2nd October, we may operate a two stage interview process. Second interviews will be held on Tuesday 8th October. All interviews will be held online.

Start Date: 11th November (if possible, but we are prepared to wait until January for the right candidate)

Culham St Gabriel's is committed to equity, valuing diversity, and enabling inclusion both in our workplace and in our recruitment process.