



## **Communications Co-ordinator**

### **Key information:**

Hours of work: 7.5 per week at £12.75 per hour PAYE

Place of work: Hybrid – attendance required in the office base once a fortnight.

Line Manager: Rachel Kelly/Comms Trustee TBC

Content created for: Rachel Kelly/Camilla Rooney/ project officers

Start date: week commencing 8<sup>th</sup> January 2024

As a Communications Coordinator, you will play a pivotal role in crafting and executing our communication strategies. You will work closely with cross-functional teams to ensure consistent and impactful messaging across various channels. From internal communications to public relations, you will be an integral part of the team maintaining a positive and cohesive image for The Trust and Wellmoor.

The Trust is a registered charity, established to cater to our community's wants and needs, and drive change and the Trust team work hard to ensure Moretonhampstead is a flourishing, dynamic place to live and visit, where every person feels included and supported. For the past 25 years, MDT has been providing facilities and services for Moretonhampstead and its surroundings and supporting groups and organisations that are making a positive impact.

Further information about the Trust can be found at:

<https://www.moretonhampstead.org.uk>

<https://www.greenhillarts.co.uk>

<https://www.wellmoor.org.uk>

### **Responsibilities:**

#### 1. Content Creation:

- Develop engaging and relevant content for different platforms, including social media, newsletters, press releases, and internal communications.
- Collaborate with team members to create multimedia content, including graphics, videos, and other visual elements.

#### 2. Social Media Management:

- Manage and curate content for the Trust's and Wellmoor's social media accounts.
- Monitor trends and engage with the online community to enhance brand presence.

- Analyse social media metrics and propose strategies for improvement.
3. Public Relations:
- Cultivate and maintain relationships with relevant partners and bodies the Trust and Wellmoor engage with.
  - Draft press releases, articles, and other materials to promote company initiatives and produce a schedule for submission once agreed.
  - Coordinate and manage responses to media inquiries.
4. Brand Management:
- Ensure consistency in brand messaging and visual identity across all communication channels.
  - Production of posters and marketing materials to support projects
  - Maintain a comprehensive brand style guide.

**Qualifications:**

- Proven experience in a communications role, ideally demonstrating successful campaigns.
- Exceptional written and verbal communication skills.
- Proficiency in social media management tools and analytics.
- Familiarity with graphic design software is a plus for production of posters.
- Ability to multitask, meet deadlines, and adapt to changing priorities.
- Strong interpersonal skills and the ability to work collaboratively in a team environment.

**Person specification:**

Essential	Desirable
<ul style="list-style-type: none"> <li>• Understanding of aims and objectives of the Trust</li> </ul> <p><b>EXPERIENCE</b></p> <ul style="list-style-type: none"> <li>• A proven track record in delivering effective marketing and communications campaigns in cultural or community contexts</li> <li>• Successfully planning and implementation of targeted marketing activity across all platforms</li> <li>• Delivering communications using methods appropriate to a variety of audiences.</li> <li>• Using web content management systems</li> <li>• Database management and development</li> </ul> <p><b>SKILLS</b></p> <ul style="list-style-type: none"> <li>• Ability to select appropriate communications tools for each campaign and to implement effectively</li> <li>• Ability to communicate detailed and potentially complex information clearly and courteously to a broad range of stakeholders</li> <li>• Excellent and accurate standard of written and verbal communication</li> <li>• Excellent negotiations and advocacy</li> <li>• Graphic design skills ie. Canva</li> <li>• Social media skills and ability to use these tools effectively within campaigns</li> <li>• Skills in email marketing software e.g. Mailchimp</li> <li>• Analysis of quantitative and qualitative evaluation outcomes and dissemination of outcomes to a range of stakeholders in compelling and effective ways.</li> </ul> <p><b>KNOWLEDGE</b></p>	<ul style="list-style-type: none"> <li>• Financial management skills and the ability to manage set budgets</li> <li>• Marketing experience within arts/cultural sector</li> <li>• Experience of working with Teignbridge communities</li> </ul>

<ul style="list-style-type: none"> <li>• Understanding of copyright and waiver release for the use of imagery of people and design.</li> </ul> <p><b>PERSONAL QUALITIES</b></p> <ul style="list-style-type: none"> <li>• The ability to think creatively, be adaptive and receptive to new ideas or ways of working and contribute to new ideas. This includes recognising and making use of new marketing opportunities.</li> <li>• The ability to handle conflicting priorities and the skills to rapidly respond to changing circumstances.</li> <li>• The ability to prioritise own workload and deliver projects to agreed deadlines.</li> <li>• The ability to work effectively as a key member of a small, highly creative and energetic core team.</li> <li>• Acts as a supportive team player and provides the team with regular feedback and updates.</li> <li>• Creative and innovative thinker, including effective problem-solving skills</li> </ul>	
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### **How to Apply:**

To apply, please submit the following to [rachel@moretonhampstead.com](mailto:rachel@moretonhampstead.com) by 5pm Friday 24<sup>th</sup> November.

- A letter of application setting out why you are applying, your interest in the position, and how your skills and experience match the job description and person specification (maximum 1,000 words).
- Please include the following information on your current role:
- Main responsibilities, main achievements, reason for leaving or how you plan to combine both roles (and notice period if appropriate)
- Details of 2 referees, one being your current or most recent employer
- Your CV

Invitations to interview will be sent out by 5pm on the 29th of November. Interviews are planned for week commencing 4th December at the Trust office. Monday and Tuesday are the preferred interview days. The appointed postholder will preferably commence duties in Jan 2024.

### **Letting you know**

We will contact all unsuccessful candidates to tell them they have not been short-listed for interview.

### **References**

All appointments are made subject to satisfactory references and the right to work in the UK.

### **Caring responsibilities or other personal circumstances that may impact role and availability**

We have a flexible internal culture that gives employees control over the way they work and supports wellbeing. We will be as flexible as we possibly can be in terms of supporting staff to balance their work and their personal lives.

### **Travel to work**

We encourage the use of sustainable modes of transport and aim to reduce reliance on the private car as the main form of transport, whilst recognising the challenges of a rural context. We actively encourage sustainable transport measures such as walking, cycling and car sharing.

## **Background information on the Trust**

In 2012 MDT were asset transferred the old school building from Devon County Council. A public appeal raised £15K locally and crucially attracted further grants from the Dartmoor Sustainable Development Fund, from the national Community Builders scheme, from the Regional Development Programme for England, and from the Heritage Lottery Fund. The school was converted and Green Hill Arts, Youth and Heritage Centre, which includes Dartmoor leading art gallery and shop, the Yard youth centre and local heritage archives, was opened. The building, run by MDT, is an open access, public space. There is a gallery space for the exhibition program of national artists, a central circulation area is an exhibition space for local artists and historical displays, a Community Archive room run by the History Society, offices for small businesses, and studios to support local artists. Upstairs is the Parish Council office and chambers and a large public meeting space. Another wing of the MDT building houses Youth Club, with its own kitchen and games room.

Wellmoor, the health and wellbeing arm of MDT, aims to empower whole community well-being by pioneering innovative projects to respond to the needs of local people. They offer support across communities in North-East Dartmoor, including Moretonhampstead, Chagford and Okehampton. Its activities include an online social and activity group and one to one help for improving online skills for residents. It has continued to steer the community allotment.

Greenhill Arts, one of Devon's most prominent Art Galleries, Green Hill is attracting the attention of some of the most respected South West Artists. Names such as Peter Randall-Page, Susan Derges, and Peter Stiles have become synonymous with Green Hill over the last five years having exhibited in the Gallery's large attractive contemporary space, and supported Green Hill's developing programme.

The Trust see that community development is multi-layered, encompassing not just social, but also economic, cultural and environmental concerns, and that harnessing community energy is vital to creating success in all these areas. More and more, it is up to community businesses, social enterprises and voluntary organisations to deliver social change.

## **Equal Opportunities**

We want the Trust to be representative of all sections of society and welcome applications from everyone. We are committed to achieving a truly inclusive environment for all, providing an atmosphere where everyone can take part, learn, work and engage free from prejudice, discrimination, harassment and violence. We would be grateful if you could please complete our Equal Opportunities form and submit with your application. This form was made with the help of the [Government Equalities Office](#) and the Equality and [Human Rights Commission](#). Please submit

with your application – this is confidential and will not sit with your application for interview.

### Be a part of making hiring fair

It's impossible to reduce the rich complexity of our backgrounds and identities into a few boxes, so apologies if these are poor descriptions. Please choose the option you identify with most closely.

If you're uncomfortable sharing choose "Prefer not to say", or opt out entirely below

#### GENDER

<input type="radio"/> Man	<input type="radio"/> Woman	<input type="radio"/> Non-binary	<input type="radio"/> Prefer not to say
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#### AGE

<input type="radio"/> 16-24	<input type="radio"/> 25-29	<input type="radio"/> 30-34	<input type="radio"/> 35-39
<input type="radio"/> 40-44	<input type="radio"/> 45-49	<input type="radio"/> 50-54	<input type="radio"/> 55-59
<input type="radio"/> 60-64	<input type="radio"/> 65+	<input type="radio"/> Prefer not to say	

#### BROAD ETHNICITY

<input type="radio"/> Black	<input type="radio"/> White	<input type="radio"/> Asian	<input type="radio"/> Latin
<input type="radio"/> Middle Eastern	<input type="radio"/> Mixed	<input type="radio"/> Other	<input type="radio"/> Prefer not to say

#### SEXUALITY

<input type="radio"/> Gay/Lesbian	<input type="radio"/> Heterosexual/Straight
<input type="radio"/> Bisexual	<input type="radio"/> Dont know
<input type="radio"/> Other	<input type="radio"/> Prefer not to say

#### DISABILITY

<input type="radio"/> Yes	<input type="radio"/> No	<input type="radio"/> Prefer not to say
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#### PARENTS

<input type="radio"/> My parents didn't go to university	<input type="radio"/> One or both went to university
<input type="radio"/> Don't know	<input type="radio"/> Prefer not to say

#### SCHOOL MEALS

<input type="radio"/> I was eligible for free meals	<input type="radio"/> I wasn't eligible for free meals
<input type="radio"/> Don't know	<input type="radio"/> Prefer not to say