

**Outlookers Job Description**

**TITLE OF POST**: Communications and Engagement Officer - (Fixed Term to 31st May 2026)

**RESPONSIBLE TO**: Chief Executive Officer

**SALARY**: £24,078 pro rata

**HOURS**: 16 hours per week

**RESPONSIBLE FOR**: N/a

**LOCATION:** Based in Huddersfield and Batley. Required to attend locations across Kirklees.

**ANNUAL LEAVE:** 25 days annual leave plus bank holidays pro rata.

**MAIN PURPOSE**

Our ‘Outlookers Moving Forward’ project, funded through the National Lottery Community Fund, will help us continue the existing peer and technology support offered by Outlookers as well as bringing services to people living with sight loss and other needs.

As Communications and Engagement Officer you will play a key role in Outlookers mission to motivate and empower people through sharing the benefits of technology. You will be responsible for promoting our activities and services using a range of media channels and play a key role in ensuring that our brand is recognised. You will be the first point of contact for many of our new members and be involved with the work of our peer support groups.

**KEY RESPONSIBILITIES:**

* Ensure the effective promotion of the work of Outlookers, through appropriate media channels, using relevant promotional techniques.
* Create and publish social media posts, website blogs and press releases.
* Effectively communicate with members to ensure that they are aware of Outlookers services.
* Monitor and report on the effectiveness of media activities through review of website/social media analytics and referrals/enquiries.
* Through research, ensure that Outlookers remains up to date with developments in marketing and promotion and make suggestions to improve this activity.
* Contact new referrals to facilitate access to our services as well as signposting to other providers both locally and nationally as required.
* Network with professionals and organisations across Kirklees to ensure that each is aware of the respective service offers.
* Support the Chief Executive Officer in raising the profile of Outlookers nationally.
* Support the Volunteer Coordinator to promote volunteering opportunities.
* Work with the team to develop new groups and activities.
* Be part of a team that coordinates, promotes, and delivers training for the Living Well with Sight Loss course.
* Monitor and evaluate your work and contribute to the timely reporting of outcomes.

**GENERAL:**

It is the organisation's intention that this job description is seen as a guide to the major areas and duties for which the jobholder is accountable. However, the jobholder’s obligations are bound to vary and develop as the organisation changes, so the job description should be seen as a guide and not as a permanent, definite, and exhaustive statement. As this role works with vulnerable adults, it will be subject to an Enhanced DBS Disclosure.

**EQUALITY AND DIVERSITY STATEMENT**

The organisation is committed to diversity and equality of opportunity for all and is opposed to any form of less favourable treatment and harassment on the grounds of race, religion or belief, creed, colour, nationality, ethnic or national origins, gender, gender reassignment, marital status, parental status, age, sexual orientation, disability, part time or fixed term working, union membership. We operate an Equal Opportunities policy and all applications received will be treated in merits in relation to the requirements of the Person Specification.

As an employer we are subject to the provisions of the Asylum and Immigration Act 1996. We could be guilty of an offence if we employ someone who does not have permission to in or work in the United Kingdom. We reserve the right therefore to request relevant documentation from those offered employment to satisfy our obligations in this respect.

**PERSON SPECIFICATION**

**QUALIFICATIONS, KNOWLEDGE AND EXPERIENCE**

Essential

* A good level of education specifically in English and Maths.
* Knowledge of the sight loss sector.
* Experience of using a range of social media platforms; Facebook, Twitter, etc and making content accessible.
* Experience of planning, producing content for and delivering a media campaign to ensure maximum impact.
* Experience of communicating with individuals to understand their needs and provide appropriate information, advice and guidance.
* Knowledge of community groups, organisations and services across Kirklees to whom people can be referred.

Desirable

* Lived experience of sight loss.
* Knowledge of emerging media platforms.
* Experience of writing copy for social media posts, blogs, press releases, case studies and articles.
* Experience of working in a small team, including volunteers, to meet an organisation’s aims and objectives.

**SKILLS AND ABILITIES**

Essential

* Ability to work flexibly to plan and manage a varying workload.
* Strong interpersonal skills to liaise with professionals, members, colleagues, volunteers and organisations.
* Ability to communicate effectively, both verbally and in writing with people from a variety of backgrounds.
* IT literate and experience in the use of Microsoft packages.
* Strong organisation skills including problem solving, time keeping and the ability to work to deadlines.

Desirable

* Ability to effectively monitor activity, through capturing data from people engaging in the services, for the purpose of feedback to grant funders.

**PERSONAL QUALITIES**

Essential

* Thorough, conscientious and a good listener.
* Creative thinker specifically in relation to engaging with groups.
* Honesty and integrity in dealings with staff and members.
* Understand the need for confidentiality when dealing with both internal and external information.

For an informal discussion about the post please contact Mark Owen on 07564 681920. To apply, email your letter of application and a current CV to admin@outlookers.org.uk by midday on 7th June 2023. In your letter of application, you must demonstrate your suitability for the role by clearly stating how you meet the criteria in the person specification. You may use evidence from work, volunteering, and your personal life. We will require the details of two references for the successful applicant. Outlookers is committed to employing people with lived experience of sight loss. Support can be provided through Access to Work if you have a disability or long-term health condition.