

**Local Trust**  
trusting  
local  
people

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# Senior Communications Officer

4-month Fixed Term Contract  
January 2022

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# Welcome to Local Trust

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Dear applicant,

Thank you very much for your interest in this post. On the following pages, you will find details of the role and the selection process to assist you in completing and tailoring your application.

We are working with Harris Hill recruitment agency to recruit this role and you can apply by contacting [ryan.elmer@harrishill.co.uk](mailto:ryan.elmer@harrishill.co.uk)

To apply, you should provide:

- An up-to-date CV which shows your full career history. We recommend that this is no longer than three pages.
- A supporting statement, with your name at the top of each page, explaining why you are interested in this role, detailing how you are a good candidate for this post and how you fulfil the person specification. We recommend that this is no longer than three pages.
- Links or copies of 2 published writing examples that are relevant to this role.

Suitable candidates will be invited for interview in February 2022.

Good luck!

Kind regards,

Jessica Wenban-Smith

Head of communications

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# Communications at Local Trust

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Telling the story of communities is the backbone of our team's work and a passion we all share. Unlike many organisations, our communications are not driven by fundraising or membership recruitment. Instead, our funding model allows us to focus on supporting communities in 150 Big Local areas and sharing learning from the Big Local programme to influence wider change. With growing political interest in levelling-up, we believe there is an opportunity to shift power and resources to communities. Local Trust is in a unique position to demonstrate the value of this approach and win support for it.

## About the communications team

We're a highly motivated team, and pride ourselves on excellent cross-team working, creative thinking and strong strategic understanding. Local Trust is a fast-paced organisation which embraces new ideas, so every team member needs to be adaptable and efficient. Suggestions for improvements are encouraged and welcomed – we love to sharpen our practice!

With Big Local finishing in 2026, we are working closely with colleagues in research, partnerships, policy and programmes teams to drive change. Together, we are creating content to capture learning from the programme and secure its reputation for excellence. You will have a key role to play.

## About this role

This role is one of three senior communications officers (SCO) who, with the rest of the team, deliver Local Trust's communications workplan. The SCO roles are mutually supportive and collaborate closely. Although each one has their own areas of expertise and responsibility, senior communications officers may be involved in any aspect of the team's work if required and share core skills.

This particular role will hold our digital and offline channels, producing content and coordinating with teams to grow our reach and engagement. They will develop messaging and narrative to progress our strategic ambition to **enable change** and transform the wider system. They will be the contact person for the policy and partnerships teams.

It is an exciting time at Local Trust as we take our strategic priorities forward. We need a creative communications professional with strong experience of content creation who can quickly master a communications brief one day and pitch a story to Woman's Hour the next. They will need to be equally comfortable editing publications, commissioning an animation and creating effective promotional assets.

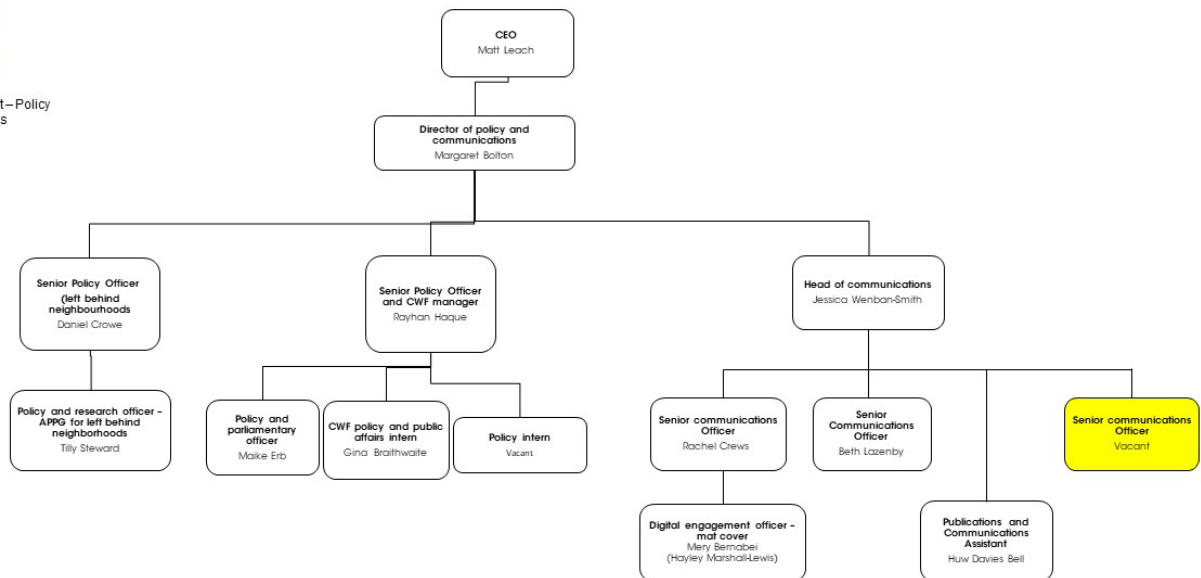


# Our staff structure

## Team chart – January 2022



Organisational Chart – Policy and Communications



As at 22/12/2021

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# Our values

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Having the right experience, skills and knowledge as defined in the person specification is important; but so too is how you go about your work. As an organisation, we constantly challenge ourselves to be:

- *Responsive and engaged* – constantly seeking to improve the way we work to ensure we are providing Big Local partnerships with access to the support and assistance they need to achieve their ambitions.
- *Outward looking and partnership oriented*, prioritising building new collaborations and partnerships – both nationally and locally.
- *Focused on the future* – putting Big Local in context, and ensuring there is a Big Local legacy, both for areas and for the programme as a whole.
- *Proactive, questioning and challenging* – of both ourselves and Big Local areas, gathering evidence, evaluating approaches and learning from everything we do.
- *Influential, connected and informed* – valuing insight and analysis and actively informing and influencing wider debates on the future of communities.



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# Job description

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<b>Job title</b>	Senior communications officer (enabling change)
<b>Accountable to</b>	Head of communications
<b>Responsible for</b>	n/a

**Purpose of the role:** To develop and share brilliant content that will engage Local Trust's external audiences and increase wider support for our approach. Focused on channel management and cross-team working, this role has particular responsibility for scheduling content, developing messaging, social media and media coverage. The role is also a contact for the policy and partnerships teams.

## Job description (key duties)

- Identify and develop high quality communications opportunities for Local Trust to raise our external profile, working collaboratively with all Local Trust teams and external partners.
- Prioritise and coordinate content across our digital and offline channels, ensuring Local Trust delivers timely and impactful engagement with our audiences, supported by a flow of interesting news and stories.
- Develop our messaging and narratives to ensure we communicate Local Trust's work in a coherent and credible way, building trust with our audiences and progressing our strategic goals.
- Work directly with suppliers to develop and deliver high quality digital and print assets, (such as video, photography, podcasts, reports and mailings) including agreeing briefs, writing copy, editing, proofing and managing production, on budget and on time.
- Provide communications guidance and support to Local Trust teams to help them achieve their aims and increase our reach and engagement with audiences.
- Lead on social media, learning from metrics to improve performance, and support a small group of colleagues to contribute content and enhance our social media presence.
- Lead on establishing and maintaining media relationships by preparing press releases, developing contacts, pitching stories, and increasing media coverage of the Big Local programme.
- Support the communications and publications assistant with social media guidance and oversee the monthly newsletter.
- As needed, support events to showcase the programme including our roundtable series and occasional partnership and project events.
- Build strong relationships with Big Local areas, find compelling stories and storytellers, and provide direct communications support on request.
- Ensure that the Local Trust identity is applied consistently across all communications.

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# Job description

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As a member of the Local Trust staff team you will need to:

- demonstrate Local Trust's vision and values in your daily work
- consistently contribute to organisation-wide learning drawing on experience gained in your role, and similarly seek to learn from the work of colleagues to inform your work
- actively look outward and engage with the widest range of external stakeholders to influence, inform and excite others about the work of Local Trust and Big Local
- proactively support the development of a working culture that promotes equality and diversity
- help Local Trust deliver its environment and sustainable development policy and environmental management system
- be aware that you have a duty of care for the health and safety of yourself and others.

While these are your main areas of responsibility, no role profile can cover every eventuality. As this is a post in a small staff team, you are expected to offer flexibility as we may reasonably require you to support other tasks from time to time



# Person Specification

	Criteria	Essential/ Desirable
<b>Knowledge and experience</b>	1. Expert knowledge of managing communications channels and scheduling content	E
	2. Excellent writing and editing skills for online content and print/PDF	E
	3. Experience of planning and managing multiple content projects simultaneously, with a flexible and adaptable approach	E
	4. Experience of developing compelling messages creating a coherent narrative across a breadth of content	E
	5. Expert knowledge of social media strategy and implementation	E
	6. Experience of preparing and delivering communications plans and strategies	E
	7. Experience of creating brilliant content, briefing and working with external suppliers of video/animation, audio and graphic assets	E
	8. Experience of supporting others	E
	9. Experience of organising and promoting events	D
	10. Experience of budget management	D
	11. Working knowledge of Adobe CS skills – Premier Pro, Photoshop, Illustrator, InDesign	D
<b>Personal attributes</b>	12. Understanding of external stakeholder relationships and Local Trust's strategy	E
	13. Able to establish and maintain excellent internal relationships with demonstrable commitment to cross-team working.	E
	14. Highly organised, comfortable managing concurrent projects and determining priorities.	E
	15. Able to work flexibly and independently	E
	16. Attention to detail and takes pride in delivering consistent, high quality work	E

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# Person Specification

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17. Has a 'can do' and proactive approach, ready to find and suggest solutions E

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18. Excellent team player able to collaborate and support others effectively E

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## **Education and training**

19. Relevant degree/professional qualification or equivalent work experience E

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20. Professional training in a relevant area of communications, such as social media management E

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21. Knowledge and awareness of community development and community-based programmes E

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# Principal terms and conditions

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## Salary

- Annual salary for the role is £34,000 - £39,000 depending upon experience. Other staff benefits include excellent development opportunities, time off for volunteering (two days per annum), interest-free travel season ticket loan and an additional 3 days leave for use between Christmas and New Year.

## Pensions

- There is a salary exchange pension plan, with an employer contribution of 10%.

## Hours

- The full-time hours of work for this post are 36 per week, based around usual business hours. However, given the work of the organisation and the nature of the post, some flexibility will be necessary, including occasional evenings and weekend work. Some travel to Big Local areas will also be necessary from time to time.

## Holidays

- 25 days' annual leave 'pro-rata', plus public holidays. Annual leave increases by one day per year, up to a maximum of 30 days 'pro-rata' after two years' service. Three additional days are also given for office closure between Christmas and New Year.

## Probation

- This is a fixed-term post subject to the successful completion of a 2-month probationary period. During this time your performance will be reviewed. At the end of the period, you will either be confirmed in post, the probationary period extended (up to 12 months in total) or in the case of unsatisfactory performance your employment will be terminated.

## Notice

- During the probationary period, notice is one month on either side. After satisfactory completion of the probationary period, this will be extended to 2 months' notice on either side.

## Location of post

- This post is based at our office at Borough, London, but at present we are working remotely due to the COVID-19 pandemic.