

Job Role: Communications Assistant

Reporting To: Operations Manager

Context of role: To support the Operations Manager to implement the communications strategy and communications action plan.

Role purpose:

- To promote the work of Citizens Advice Hart , to build its reputation and make it more accessible to current and new clients
- To recruit new volunteers

Develop & Implement the Communications Action Plan

- Identify the main projects and opportunities for each quarter in advance
- Identify target audiences, key messages and which communications channels are required to support these opportunities
- Develop and implement a social media action plan
- Develop relationships with local media and a media liaison plan with neighbouring bureaux
- Maintain brand guidelines for all communications
- Ensure Citizens Advice Hart website is up to date with relevant and accurate content
- Produce marketing collateral for promotional and marketing activity
- Maintain the reception experience with relevant and up to date content
- Support the research and campaigns team with its key activities and messages
- Develop the customer satisfaction surveys and analyse outputs
- Proactively market the volunteering opportunities to attract new volunteers especially for the adviceline telephone channel

Person Specification

- Demonstrate good communications skills – aural as well as written (essential)
- Good level of written English Language (essential)
- Competency in office programmes such as excel, word and PowerPoint (essential)
- Able to work within the [values](#) of the Citizens Advice Service
- Knowledge of Survey Monkey or equivalent (desirable)
- Able to work as part of a team (desirable)
- Knowledge of how to use social media for marketing purposes (desirable)