Recruitment Information Pack

**Communications Officer**

**22.5 hours per week**

Welcome to York Carers Centre!

**Thank you so much for your interest in working with us.**

**In this pack you should find all the information you need to find out what we’re about.**

**This includes:**

* More about us, what we believe in and our values
* Our application process
* The Job Description and Person Specification
* What we expect from our staff
* What you can expect from us

Our Organisation

York Carers Centre is an independent charity and a network member of the national Carers Trust. We work in partnership with carers and statutory and voluntary organisations to ensure unpaid carers throughout York have access to confidential information, advice and support. We work with carers to influence positive change in service delivery with local government, employers, schools and health providers.

York Carers Centre supports carers of all ages:

* Adults
* Young adults (18 to 25)
* Young carers (5 to 18)

Our funding comes from a variety of sources, including the National Lottery, and our principal funders are the City of York Council and NHS Humber and North Yorkshire Integrated Care Partnership. We rely on grants from charitable trusts and on donations and fundraising to enable us to deliver specific projects.

Our Vision

Our vision is that unpaid carers, of all ages, in York are valued, recognised and supported to have a good quality of life.

Our Mission

Our mission is to challenge the inequalities unpaid carers face, and ensure carers have access to support and services that reflect their needs and interests.

Our Values

* **Respect** – all people involved with or affected by our services
* **Enabling** – support people to identify and develop solutions to their problems
* **Boundaries** – to retain a professional relationship with all those we seek to support
* **Person-centred** – to provide services that reflect the unique circumstances of each individual
* **Empathy** – to accept and work alongside all those we come into contact with, without prejudice or judgment
* **Integrity** – to be honest and objective in everything we do and communicate openly and honestly
* **Quality** – to constantly improve the quality of the services we provide, through seeking and responding to the views of those we work with

A note from our CEO

Thank you for your interest in York Carers Centre (YCC). Applying for a job can be a big step for a whole range of reasons and we want to try and make YCC a potential work option for as wide a range of people as possible. A diverse staff team helps us live our values, stay creative and gives us new perspectives.

We have an exciting opportunity for a creative communication professional, looking to use their skills to maintain and raise the profile of York Carers Centre.

Acting as ‘branding champion’ you will ensure consistency across all York Carers Centre communications. Reporting to the CEO you will produce monthly e-bulletins and a quarterly newsletter, maintain and improve content on our website, print publications, manage social networking sites, and maintain effective networks with local and national media.

Your excellent communication skills will be matched by your ability to maximise opportunities to raise the profile of York Carers Centre, and to inspire community giving/donations. Working alongside our fundraiser you will support existing and new community fundraising events. The role requires excellent time management and organisational skills, and an ability to work to deadlines.

We are in the process of developing a new website. At present it is unclear the stage this will be at when the postholder starts. We welcome a discussion at interview regarding initial additional hours to compete this piece of work.

We have included as much information as possible in our pack. If you are interested in this vacancy but are unsure if you should apply, then please do give us a ring. We at YCC would like to find out about the skills, experience and knowledge you can bring but it is equally as important that you find out about us.

We look forward to receiving your application.

Best wishes

**Sharron Smith**

**Chief Executive**

What our staff say about working for us…

*“I feel like I’ve landed on my feet in this role and organisation. It’s such a good ethos and organisation to work for”.*

*“It has been a real pleasure and a privilege to work with the most amazing, hardworking, passionate, awe-inspiring people who all go above and beyond every single day to help carers.”*

*“I have really appreciated the flexibility of working hours/environment and understanding of individual circumstances.”*

*“You have been great. Really appreciate the way you operate so fairly”*

*“I have thoroughly enjoyed my time at YCC, in every team!! I have learnt so much from each and every one of you and continue to be impressed by the work everyone does. YCC is absolutely amazing! The passion and dedication from everyone at YCC is incredible and I hope this continues!”*

*“Looking back over the past 3 years is incredible – the fact that the service survived the pandemic while continuing to offer the highest quality support to so many carers and their families who were at crisis point is a huge achievement and still something I’m still amazed by. Day-to-day the resilience and sheer determination of everyone at YCC to support carers to the best of your abilities is incredible and I’ve learned so much in this role.”*

*“It’s a testament to the culture of YCC that I’ve felt able to ask anyone for support/ advice and being able to work alongside such a lovely bunch of people has been amazing and I’ll miss you all loads!”*

JOB DESCRIPTION

Job Title: **COMMUNICATIONS OFFICER**

Hours: 22.5 per week (excluding lunch breaks)

Location: Hybrid working between the workplace (Office) and remote (home or other venue)

Line Manager: Chief Executive Officer

Contract: Permanent, subject to continued funding

Salary scale: £25,992 to £26,835 per annum pro rata

**Job Summary:**

The Communications Officer will work closely with the CEO and staff team driving our communication activities. This includes editing and maintaining York Carers Centre promotional materials, maintaining and updating our website and social media channels, producing copy and basic graphic design content, and engaging with media contacts.

The postholder will oversee how we are represented externally and ensure that our brand identity and voice are defined and maintained across all our materials. A large part of the role involves working with staff teams to oversee and support the delivery of project-specific communications and promotional material.

At least two years relevant experience, preferably working within the voluntary sector, is required with a good level of experience in managing and producing publications; copywriting and editing; producing and designing communications content; website and social media content; and supporting community fundraising events. Experience of managing a WordPress website CMS and making content updates is necessary together with demonstrable competence or willingness to learn Adobe Creative Cloud, Canva, and Mailchimp.

You will have excellent communication skills; an ability to maximise opportunities to raise the profile of York Carers Centre, and the skills to inspire community giving/donations. Working alongside our fundraiser you will support existing and new community fundraising events.

The role requires excellent time management and organisational skills, and an ability to work to deadlines. You will need to be self-motivated, a good team player but able to work independently and exercise judgement and possess excellent communication and engagement skills.

**Purpose:**

The purpose of the role is to develop and manage York Carers Centre communications, to maximise the influence of our work and funding opportunities.

**Main objectives:**

* To develop and manage York Carers Centres communications systems and processes
* To directly support the communications elements of York Carers Centre projects (e.g. events and publications)
* To build a strong external presence and awareness of York Carers Centre and its work
* To maximise potential for donations/fundraising from community and business through digital means and to support the community fundraiser.

**Duties:**

**Objective 1:** To develop and manage York Carers Centre communications systems and processes.

* Develop and manage systems and processes for communications activities and ensure these are followed (e.g. for the development of publications, website updates).
* Act as a brand guardian and champion, advising others to ensure all content and messaging is on-brand.
* Maintain a document management system of communication materials.
* Monitor the performance of York Carers Centre communications (e.g. via website analytics).
* Support the development and implementation of the York Carers Centre communications strategy.

**Objective 2:** To directly support the communications elements of York Carers Centre projects (e.g. events and publications).

* Design and produce quarterly newsletters, monthly e-bulletins, website and social media content; manage publication development and dissemination; and support the delivery of events and other stakeholder engagements.
* Write high quality, compelling copy in a range of styles, primarily for social media, websites and press releases.
* Work with external photographers, graphic designers and printers to commission and produce content to strict deadlines including newsletters, graphics, videos etc.

**Objective 3:** To build a strong external presence and awareness of York Carers Centre and its work.

* Develop and own all communications channels to ensure key audiences are being reached through email (e.g. mailing list), social media, the website, and other channels.
* Design and produce content for social media, website, and email channels.
* Be responsive to/support the management of media requests and the development of a network of media contacts.

**Objective 4:** To maximise potential for donations/fundraising from community and business through digital means and to support the community fundraiser.

**General requirements:**

**The post holder will be expected to:**

* Possess the essential skills detailed in the person specification to deliver the main objectives
* Adhere to and uphold York Carers Centre’s values, strategic aims, policies, procedures and quality standards
* Take the lead on the promotion and publicity of York Carers Centre
* Attend and contribute to staff meetings, team meetings and project meetings
* Support and attend whole centre activities and events where appropriate
* Attend regular supervisions/appraisals and ensure your own support needs are met
* Maintain personal and professional development to meet the changing demands of the job, identifying and attending training as required
* Act with integrity and maintain the highest professional standards at all times
* Maintain a confidential, sensitive and discrete approach to personal, sensitive and organisational information

An enhanced DBS check will be required for this post.

This job description is not necessarily an exhaustive list of duties but is intended to reflect a range of duties the post-holder will perform. The post-holder may be required to undertake other duties from time to time commensurate with the post. The job description will be reviewed regularly including at annual appraisals and may be changed in the light of the needs of the organisation and following consultation with the post-holder.

**PERSON SPECIFICATION: Communications Officer**

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| **COMMMUICATIONS OFFICER – PERSON SPECIFICATION** | **Essential** | **Desirable** |
| **Qualifications**  Education to post GCSE level or equivalent  Relevant Degree  Professional qualification in a relevant field, or working towards, eg information technology, marketing, media, journalism, communications, social sciences | Yes  Yes | Yes |
| **Relevant Experience**  Minimum of 2 years experience working in a multi-channel communications role (preferably working in the voluntary sector)  Copywriting, editing and proofreading  Coordinating and producing publications (working with external printers/ designers etc)  Managing, developing and updating content for outlets such as websites and professional social media  Managing a WordPress website CMS and making content updates  Crowd Funding Platforms/digital and community fundraising | Yes  Yes  Yes  Yes  Yes | Yes |
| **Knowledge/Skills**  Excellent IT skills  Excellent web management skills and use of a CMS (preferably Word Press).  Demonstrable competence or willingness to learn Adobe InDesign and Adobe Photoshop  Competence in Adobe Premiere Pro/video editing or similar editing software  Excellent written skills, with an eye for detail and a high level of experience in copywriting, editing and proofreading.  Strong content creation skills  Ability to work under pressure to deadlines and manage time effectively  Project management – planning, implementation and evaluation  Ability to network and work with a wide range of people and organisations  Ability to maintain accurate records, and produce monitoring reports  Excellent organisational skills with ability to plan, prioritise and manage multiple tasks to meet deadlines  Knowledge of the voluntary sector or experience of working within it  Knowledge/understanding of GDPR/Data Protection | Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes  Yes | Yes |
| **Personal attributes**  Tolerant and understanding with a positive attitude  Energetic; possessing drive and enthusiasm  Creative/artistic  Diligent, conscientious and reliable  Self-motivated and able to work independently and as part of a team  Well organised with good attention to detail  Willingness to learn | Yes  Yes  Yes  Yes  Yes  Yes  Yes |  |
| **Other Requirements**  Flexible approach to working hours and able and willing to work additional hours from time to time and respond quickly to the needs of the charity as and when required  A clear commitment to working positively with diversity and to promoting equal opportunities  To promote a positive and consistent message of York Carers Centre and to represent the organisation effectively | Yes  Yes  Yes |  |

**Application Process**

We want to make our roles as accessible as we can to the widest range of applicants, so we can be flexible to enable people to apply in a way that suits them.

Please use the application on Hireful, however, if you struggle with this, please do let us know and we will discuss with you a way for you to apply.

If you would like to arrange an informal chat, please email Karen Weaver, HR Consultant on [YCCHR@yorkcarerscentre.co.uk](mailto:YCCHR@yorkcarerscentre.co.uk)

Once you’ve submitted your answers, CV and covering letter, we will compare your application to what we’re looking for with our person specification, and if they’re a good fit we’ll contact you for an interview.

**References**

Please provide the name and address of at least two referees from whom York Carers Centre may seek information regarding your suitability for employment. References must include your current employer and any previous employers you have worked for in the last three years (or, if you are a student, your school, college or university). It would be helpful if you would supply an email address wherever possible. Confirmed offers of employment will only be made following receipt of satisfactory references. Referees will not be contacted without your prior approval.

Rehabilitation of Offenders Act (1974)

Please read carefully the policy statement ‘Rehabilitation of Offenders Act (1974)’. A statement giving details of any unspent criminal convictions or any criminal proceeding pending against you and/or any spent convictions, cautions, reprimands and final warnings should be made on the ROA Statement provided and emailed to us with your application form. This post is exempt from the Rehabilitation of Offenders Act (1974).

Declaring a criminal record or other information will not necessarily bar you from appointment. In making a decision, the nature of offence will be considered, how long ago and what age you were when it was committed, and any other factors which may be relevant.

General Data Protection Regulation (GDPR)

In signing and submitting the various forms which make up your application you will be giving your consent to York Carers Centre storing and using the information you provide in accordance with data protection regulations. However, none of the personal information you provide will be shared with any other body outside of York Carers Centre and our HR Consultant.

Enhanced DBS Check

Please note this vacancy will require an enhanced DBS check prior to any offer of employment being made.

**Closing Date for applications: Sunday 19 October 2025 at 5pm**

**Interview date: Wednesday 05 November 2025**

What our staff can expect from working with us

We’re a friendly bunch, who are passionate about helping and supporting vulnerable people, we love a challenge and thrive on hard work. So, you’ll be joining a team of likeminded people working together for a common cause. Whether it’s tea and cake in our meeting room, or a quick catch up on Teams you can be assured of joining a welcoming organisation with wellbeing in mind.

We offer a range of benefits:

* **Hybrid working** – Most of our roles offer hybrid working arrangements, with the exception of a few fully office-based roles. There is a usual expectation of some office-based work in our hybrid roles, but this is usually between 1-2 days week. Please check your role requirements at interview. If you prefer to be fully office based, you also have this option
* **Flexible Working Arrangements** – When home working staff have the opportunity to flex their hours between 6am and 9pm to balance their work, life and wellbeing. We also try to accommodate flexible working hours on office days, where possible
* **Staff Support** – We offer regular supervision sessions and peer support.
* **Annual leave** – 29 days annual leave (excl. bank holidays) plus a few extra days between Christmas and New Year when the office is closed. All leave is pro-rated for part time employees. We also offer additional compassionate and special leave (including carers leave)
* **Generous pension contribution** – York Carers Centre pay 6% employer pension contribution
* **Learning and Development opportunities** – We are keen to provide all employees with the skills and learning they need to successfully deliver their roles and develop their careers with York Carers Centre
* **Working in a values-based organisation** – We are constantly trying to evolve and find ways to live our values. This means sometimes we will all get it wrong, and we will all learn together