



COMMUNICATIONS COORDINATOR (Freelancer)

½ a day per week (4hrs) @ £14 per hr for 6 months initially

Commencing June 2021

Whoopsadaisy Pavilion, Preston Park, Brighton, BN16HN. www.whoopsadaisy.org

Whoopsadaisy is a Brighton & Hove based charity providing Conductive Education for children with cerebral palsy and other physical disabilities.

Working as part of our small staff team, trustees and volunteers, the Communications coordinator will review and implement Whoopsadaisy's Communications Strategy. Operational duties will include managing Whoopsadaisy's website content and social media platforms, e-newsletter and ensuring and coordinating consistency across all communication channels of the organization.

This is an exciting opportunity for an experienced Communications coordinator to join our team. Having an enthusiasm for communication, being self-starter, organized and literate, and a good knowledge of the charity sector are all essential qualities for the person in this role. At least two years relevant experience is required.

Application process

To apply, please email shonge@whoopsadaisy.org with:

- Your letter of application (clearly showing how your experience meets the essential and desirable criteria, using specific examples to illustrate this where relevant).
- Your CV – this should be no longer than 2 sides of A4.
- Two References of which one should be from your current/previous employer.

Please note that CVs sent without a letter of application will NOT be considered.

Please let us know in your application what we would need to put in place to ensure that any access requirements you have are met during the interview process.

Deadline for applications: 4pm, Tues 4th May 2021

Short-listed candidates will be notified by 4pm 11th May. Applicants who do not hear from us by this time should assume they have not been selected for interview. Unfortunately, we cannot provide feedback to candidates who are not shortlisted.

Interviews will be on: Tuesday 18th 2021.

Whoopsadaisy is committed to Equal Opportunities in all aspects of employment. We are committed to ensuring that no job applicant or employee is discriminated against on the grounds of race, gender, nationality or ethnic origin, sexual orientation, religion, disability, or marital status.

Whoopsadaisy Registered Charity No 1083024

Centre: Whoopsadaisy Pavilion, Preston Park, Brighton BN1 6HN Post: West & Berry Ltd, Mocatta House, Trafalgar Place, Brighton, BN1 4DU
Tel: 01273 554178 Email: info@whoopsadaisy.org Website: www.whoopsadaisy.org

Job Specification – COMMUNICATIONS COORDINATOR (Freelancer)

½ day per week (4hrs) at £14 per hr.

Commencing June 2021

Summary of the role: This is a hands-on role which will include;

1. Creating a **marketing and communications strategy** for Whoopsadaisy.
2. Working on the organization's **social media accounts** and ensure consistent standards in communication across the organization and maintain good relationships with all stakeholders.
3. To further build Whoopsadaisy's **brand** to effectively communicate **Whoopsadaisy's work, its value to the public and strengthen its fundraising.**

KEY TASKS

Website: Develop content and maintain Whoopsadaisy's website. Including: managing/updating service delivery activities, fundraising activities, online payment portals, live content. Using analytics to inform decision making. Support staff and volunteers in producing key advocacy tools such as case studies, blogs and features.

Social media: Champion digital engagement/ participation of internal and external stakeholders. Manage and update Whoopsadaisy's social media channels (Facebook, Instagram, Twitter). Develop and pilot new ways of working with online audiences.

E-marketing: Oversee the production and publication of the monthly e-newsletters.

Person Specification

An enthusiasm for effective communication, organized, team worker, a genuine interest in working and supporting children with physical disabilities.

Essential Skills, knowledge and Experience

1. Communication - Excellent literacy skills and an ability to write in a clear manner for different audiences and media formats (e-newsletters, webpages)
2. Competency in IT programmes such as photoshop and an ability to complete basic design work (InDesign, After Effects, Illustrator)
3. Social media (Whoopsadaisy currently uses the following platforms: Facebook, Twitter, Instagram, Blogger)
4. Web content management
5. Some knowledge and experience of short film/video production
6. Marketing across a range of electronic and printed media as a coherent package.
7. Managing projects tight deadlines

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8. At least two years relevant experience (preferably within the charity sector) is required.

Desirable skills and knowledge

- WordPress experience
- Marketing experience
- Interest in Conductive Education

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