



Communications Officer

Job description

The Balsam Centre is an independent health and social charity based in South East Somerset. Building on the foundations laid by the first post-holder, the Communications Officer will support the charity's organisational development and effectiveness.

Job title:	Communications Officer
Responsible to:	CEO
Base:	The Balsam Centre, Wincanton BA9 9HB
Salary:	£33,000 pro rata
Term:	Permanent
Working hours:	15 per week
Annual leave:	28 days pro rata
Probationary period:	6 months
Notice:	2 months

Job purpose:	
	The key purpose of the role is to generate effective, meaningful and professional communications for the organisation at all levels, internally and externally, which will assist with the successful delivery of the charity's aims and outcomes, and its public perception.

The main responsibilities of the post holder are to:
<ul style="list-style-type: none"> • Work with the CEO and Senior Management Team to develop a Communications Strategy for the Balsam Centre.
<ul style="list-style-type: none"> • Develop creative multimedia content and clear messaging to support all areas of the organisation's work.
<ul style="list-style-type: none"> • Assist with the design and presentation of key documents, e.g. the annual Impact Report.
<ul style="list-style-type: none"> • Manage and maintain the charity's website, ensuring it stays up to date, accessible to all users, and improves over time through regular monitoring and analytics.
<ul style="list-style-type: none"> • Oversee the charity's social media strategy, managing existing platforms (Facebook, Instagram and LinkedIn) and identifying opportunities to expand its digital reach.
<ul style="list-style-type: none"> • Report impact of services and activities to specific audiences.
<ul style="list-style-type: none"> • Produce regular newsletters, such as the weekly Balsam Bulletin email and the quarterly Supporters Newsletter.
<ul style="list-style-type: none"> • Act as the first point of contact for the press and media.
<ul style="list-style-type: none"> • Communicate effectively with individuals or groups, including Centre users, stakeholders and partners including Funders, Supporters, Friends and Patrons.

• Create a bank of communication resources within the organisation.
• Lead on the promotion and marketing of Centre projects, activities, services and events.
• Guide and oversee the work of the Communications Assistant.
• Contribute to the culture and ethos of the charity and the Centre.

Person specification	We are looking for someone who is a creative and articulate thinker with a proven track record in organisational communications, able to manage multiple tasks simultaneously, and work both independently and as part of a team.
Essential	<ul style="list-style-type: none"> • A professional qualification in a relevant field or proven equivalent experience. • Marketing experience. • Excellent spoken and written skills. • Excellent interpersonal skills. • An understanding of website and mainstream social media functions and platforms. • An understanding and experience of communications within the Voluntary Sector, the health and social care sector and/or other public services. • Knowledge, and confident use, of Microsoft Office 365. • Excellent time management and flexibility. • A responsive, resourceful and pro-active approach. • A commitment to the aims and values of the Balsam Centre.
Desirable	<ul style="list-style-type: none"> • A degree in English or another relevant subject. • An understanding of the determinants of health and wellbeing, and especially mental health. • Familiarity with Wix or other similar website-building platforms. • Specialist skills e.g. graphic design, photography, video making. • Experience of working in the VCSE or Statutory Sector. • An understanding of life in rural Somerset.

The Balsam Centre, Balsam Park, Wincanton, Somerset BA9 9HB

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www.balsamcentre.org.uk