



Recruitment Pack

Communications and Engagement Officer

About us

Superhighways, a project of Kingston Voluntary Action, helps small charities and community groups gain essential digital and data skills backed by the right tech to achieve their goals. It's these small but mighty organisations that make London a better place to live, learn and work for our communities. We support them by offering practical and technical training courses, one-to-one advice and direct technical support.

Our approach is:

- **Relationship centred:** we build meaningful relationships based on respect, honesty and care
- **Capability-minded:** we are approachable and patient, encouraging learning by doing, where no question is a silly question
- **Committed to value:** we meet people and teams where they are, finding the most appropriate and forward-thinking solutions
- **Enthusiastically curious:** we are always discovering new techniques and tools, offering engaging ways of learning and bringing fun and playfulness to all we do
- **Community spirited:** we foster collaboration and togetherness, connecting people with shared experiences for the good of the whole community, leading when appropriate

Our small but highly impactful team run a range of projects and services, both alone and working collaboratively in partnership with others. See www.superhighways.org.uk for further information.

About you

We are looking for a friendly communicator with great content creation skills to join us in helping small charities and community groups make the best of technology available to them. As our first point of contact across multiple channels, you'll help continue to shape their perception of us as a forward thinking, approachable and accessible team with services to match.

You'll be responsible for keeping our website up to date with useful guides, videos and blogs co-created with the team, as well as getting us out there on social channels. You'll need to be highly organised to pitch in with supporting our training programmes and happy to work in a fast-paced environment. No day will be the same: you'll be as comfortable chatting to someone at an event with a mic in your hand as you are getting stuck into the details of getting people there and making it run as smoothly as possible.

You'll be a good team-player who is conscientious, well organised, and has excellent written and communication skills with a passion for helping us achieve our mission.

You'll have proven experience in a similar role, although there will be a range of training and development opportunities to learn more and hone your skills.

Recruitment timetable

To apply for the post – please download and complete the Application form and Equal opportunities monitoring form [from our website](#) and return by mail to Superhighways, c/o Kingston Voluntary Action, Siddeley House, 50 Canbury Park Road, Kingston, KT2 6LX or email jobs@superhighways.org.uk

Closing date for applications: Wednesday 17 July at 12 pm midday

Shortlisting decisions communicated: Friday 19 July

Interviews: Tuesday 23 July



Job Description

Purpose: Provide day to day support with communications and stakeholder engagement, raising our profile and ensuring the smooth running of Kingston Voluntary Action/Superhighways tech, data and digital services to the small charity sector across London.

Reporting to: Superhighways Digital Lead

Hours: Full time – 35 hours per week

Salary & benefits: £29,500.

27 days annual leave + bank holidays.

5% pension contribution.

Contract: Fixed for 2 years – with possible extension, funding permitting.

Location: Hybrid – remote (home working) and London office.

Key responsibilities and tasks:

1. Updating our website and posting to social media accounts
2. Assisting with production of a range of content including blog posts, newsletters, practical resources, reports and other external content including audio and video
3. Being a first friendly point of contact for support and advice enquiries, providing initial advice and signposting or directing to appropriate team members as appropriate
4. Organising and promoting external training, workshops and events including post event follow up
5. Helping to schedule and support a range of user groups and networks
6. Supporting monitoring, evaluation and reporting for our funded programmes

7. Capturing stories and case studies to showcase the impact of our work aligning with our Theory of Change.
8. Co-ordinating our annual impact report
9. Organising our annual conference including liaising with external speakers
10. Monitoring our Tech Support Portal and providing customer service to our members as necessary
11. Ensuring our communications and engagement are accessible and inclusive to our audience
12. Utilising analytics to inform and deliver our communications plan
13. Supporting the team with other operational and administrative tasks to ensure we work as effectively and efficiently as possible

Other duties

14. Updating our CRM (AIDE) so that we have up to date contact details and can provide accurate data detailing the uptake and usage of services
15. Work as part of our team and contribute to our vision and mission, promoting our work and participating in any other related activities
16. Attend team and Kingston Voluntary Action meetings and training as required
17. Work within agreed work plans, manage own workload and be self-servicing
18. Operate in accordance with Kingston Voluntary Action's values, policies and procedures



Person specification

Essential

1. Demonstrable experience of effective digital communications to engage a variety of audiences
2. Experience in updating websites and effective use of social media

3. Ability to create engaging and accessible content
4. Excellent writing and editing skills
5. A creative thinker with an eye for design
6. Experience of producing a range of print and online publications
7. Experience of training and event administration
8. Ability to support with a range of administrative tasks
9. Strong interpersonal qualities and customer service skills
10. Strong digital skills including Microsoft 365 apps
11. Ability to work in a fast-paced environment, managing a varied workload and working effectively to deadlines
12. Meticulous organisation, with high levels of accuracy and attention to detail
13. Self-motivated learner, developing skills and testing new solutions on own initiative
14. Friendly and approachable with a flexible 'can do' and attitude
15. A committed team player with a collaborative approach to working with colleagues and stakeholders, in alignment with our approach and organisational values
16. A full commitment to working positively and valuing and celebrating diversity and inclusion

Desirable

1. Competent in using Mailchimp (or equivalent bulk mailing platform)
2. Experience of using Canva for content creation
3. Competency with basic video editing
4. Experience of using and maintaining an organisational CRM
5. Experience with digital communications and marketing analytics
6. Experience of working in the tech or charity and community sectors