

## Job Advert

### Job Details

Organisation: Charity Retail Association

Role type: Communications

Contract: Maternity cover contract for 11 months, starting 4th January – 35 hours a week

Salary: Up to £32,000 depending on experience and a non-contributory pension contribution of 10%

Location: Anywhere, working from home

Deadline: 12 noon 23<sup>rd</sup> November 2020

The Charity Retail Association (CRA) is seeking a Communications Manager on a fixed term maternity cover contract of up to 11 months. This is an exciting opportunity to promote the positive impact of charity retailers who raise money for good causes, reduce environmental harms, and support local communities. You will be part of a friendly and supportive team in which you will have the opportunity to make a real impact. Our culture is one where you will be given a great deal of responsibility and opportunity to flourish, and where co-operation and collaboration take second place to structure.

We particularly encourage applications from Black, Asian and Minority Ethnic (BAME) candidates, as these groups are underrepresented in our sector and we are working to address this.

### Job Purpose

To shape and lead our internal and external communications activity:

- To promote the reputation of charity retail so that more people donate to, volunteer and shop in charity shops
- To ensure we communicate effectively with our members so that they can gain full benefit from their membership
- To work with colleagues to further the CRA's aims and objectives and to ensure that the CRA maintains a positive reputation amongst members, media, and the public

### About the CRA

The Charity Retail Association acts as the voice of charity retail in the UK and includes within its membership over 440 charity retailers who together run around 80% of the 11,200 charity shops in the UK. In the last financial year, charity retailers raised over £330 million for charities.

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### Job description:

The Charity Retail Association (CRA) is seeking a Communications Manager to enhance our internal and external communications. This is an exciting opportunity to make a real impact in the exciting world of charity retail.

### Objectives of job:

- To promote the reputation of charity retail so that more people donate to, volunteer and shop in charity shops
- To ensure we communicate effectively with our members so that they can gain full benefit from their membership
- To work with colleagues to further the CRA's aims and objectives and to ensure that the CRA maintains a positive reputation amongst members, media, and the public

### Key tasks and responsibilities:

#### Media

1. To media monitor and horizon scan daily, identifying opportunities and threats for the Association in the media and respond appropriately when necessary
2. To develop a media strategy for the Association
3. To draft and issue press releases, articles and copy for media stories
4. To work with, and on occasion, visit the media teams of the Association's members to gather and write case studies and quotes to support media communications
5. To maintain a database of media contacts, build relationships with them and effectively sell in media stories
6. To act as the main point of contact for all media enquiries
7. To proactively pursue opportunities for comment articles, blogs, features and reactive statements, as appropriate, working closely with colleagues
8. To brief staff and board members for media appearances and key issues
9. To lead on the weekly production of the weekly digital newsletter *Charity Retail Voice*
10. To develop and deliver a social media strategy for the Association on the full range of available platforms
11. To work with colleagues to update and improve the Association's website

12. To lead on search engine optimisation for [www.charityretail.org.uk](http://www.charityretail.org.uk)

### Campaigns

1. To create a campaign plan for the organisation, based around events and milestones for the organisation
2. To take the lead for any Association campaigns and to liaise with media suppliers and agencies
3. To be responsible for obtaining buy-in for campaigns from members and other stakeholders

### Member Communications

1. To develop and manage communications of the Association's work to charity members through email, social media and other channels, especially *Charity Retail Voice*
2. To support colleagues in member communications issues when required
3. To support and attend the Association's annual conference
4. To work with the CEO and Head of Public Affairs to develop longer lead media opportunities relating to broader media and campaign strategies.
5. To project manage the Charity Retail Awards, including acquiring entries, appointing judges, managing the judging, ordering the trophies, and writing the awards script as well as maximising publicity for this major event

### Other tasks

1. To carry out other work associated with the management and administration of the activities of the Association as requested
2. Some travel will be required
3. Some overnight stays will be required (no more than 2 occasions in a year)

### **Person specification**

#### Knowledge

- Strong understanding of UK media (essential)
- Strong knowledge of internal or member communications or similar (essential)
- Competence in formatting communications in Mailchimp or a similar software programme (essential)
- Knowledge of one or more of WordPress, Hootsuite, InDesign and Google Analytics (desirable)

#### Experience

- Experience of selling in media stories and dealing with journalists (essential)
- Experience of managing and developing communications in a membership organisation or similar context (essential)
- Experience of managing content for social media platforms (essential)

- Experience of developing a media strategy (desirable)
- Experience of giving media interviews (desirable)
- Experience of working with databases (desirable)

### Skills

- Excellent written and oral communication skills (essential)
- Ability to identify a strong media story and good media judgement (essential)
- Ability to tailor communications effectively to different audiences (essential)
- Ability to work flexibly in a small team and deliver to deadline under pressure (essential)
- Excellent administrative skills (essential)
- Excellent IT skills and ability to work with web and e-communications, especially social media (essential)
- Excellent accuracy and attention to detail (essential)

This Job Description is not intended to be comprehensive and the post-holder will be expected to fulfil other tasks at the request of his/her line manager and/or the Chief Executive.

### **Additional Information**

We particularly encourage applications from Black, Asian and Minority Ethnic (BAME) candidates, as these groups are underrepresented in our sector and we are working to address this.

### **How to apply:**

To apply you must send both:

- Your CV
- Responses to the three work sample questions detailed below

We will not be able to consider applications that do not include both a CV and the work sample question responses.

At the shortlisting stage, CVs will be anonymised, and CVs will be considered separately from the work sample question responses.

The three work sample questions that need to be completed are:

1. Provide an example of when you made a change in your work area **and** how you ensured that the change also worked well for the rest of your team and/or the wider organisation. (250 words maximum)
2. Describe a communications task **and** the skills that you used to deliver a successful outcome. (250 words maximum)
3. Describe a time when you had to balance the need to meet deadlines whilst ensuring a high-quality output **and** what steps you took to manage your workload. (250 words maximum)

We would advise adopting the STAR interview response model to provide your responses to the three work sample questions:

Situation - briefly set the stage by providing the context

Task - describe your role in the situation

Action - explain what actions you took to complete the task or overcome the challenge

Result - what outcomes did you achieve due to your actions

**Please send your CV and work sample question responses to [mail@charityretail.org.uk](mailto:mail@charityretail.org.uk) by 12 noon 23<sup>rd</sup> November 2020**

If you would like to have a conversation about the role ahead of applying, please contact Jonathan Mail at [jonathan@charityretail.org.uk](mailto:jonathan@charityretail.org.uk)

Interviews will be held in person on Friday 4<sup>th</sup> December at a location in London following Government Covid-19 secure guidance.