

Job Advert Content

Are you passionate about charity shops and looking to develop a career in communications? If so, this brand new role could be just what you are looking for.

We are the membership body for charity retailers in the UK and our members run over 9,000 charity shops. As Communications Officer, you will be working closely with our small team to get our message out to the public via social media, radio, television, online news websites and print media. We will support you in developing new skills and in developing your expertise across all areas of communications.

We are looking for candidates who can produce engaging written content, are skilled at using social media and are great at working with people. Existing communications experience, on a paid or voluntary basis, would be a distinct advantage.

This role is home based with attendance at in-person meetings a few times each month.

How to apply: please email your **CV along with a covering letter** detailing why you are applying for the role and how you meet the job specification. The deadline for applications is noon on Friday 20th May and interviews will take place in London on Friday 27th May.

We particularly encourage applications from people from an ethnic minority background, as these groups are underrepresented in our sector and we are working to address this.

Job Description – Communications Officer

Job Details

Organisation: Charity Retail Association

Role type: Communications

Contract: 35 hours a week with flexibility on hours worked outside of core hours

Location: Remote – you will be working from home with attendance at in-person meetings around the UK a few times a month.

Reporting to: Head of Public Affairs

Salary: £28,000 - £30,000 (more may be available for an exceptional candidate)

Job description:

Delivering the Charity Retail Association's external communications to make a real impact in promoting the exciting and vital world of charity retail.

Objectives of job:

- To promote the reputation of charity retail so that more people donate to, shop in, and volunteer in charity shops by generating positive media coverage and developing our social media impact.

- To liaise and work with our members to enhance the impact of our external communications
- To assist in the delivery of the CRA's external marketing campaign activity
- To manage the Charity Retail Awards
- To provide administrative support across the CRA's activities as required

Key tasks and responsibilities:

Press and PR

1. To write and issue press releases, articles and copy for media stories
2. To identify and work with members who are happy to be interviewed by the media
3. To maintain a database of media contacts and build relationships with them
4. To act as the main point of contact for all media enquiries
5. To proactively pursue opportunities for comment articles, blogs, features and reactive statements, as appropriate, working closely with colleagues
6. To media monitor and horizon scan daily, identifying opportunities and threats for the CRA in the media
7. To produce written content and supporting images for the CRA website as required

Social Media

1. To develop and publish creative and engaging content for social media
2. To build relationships with members, influencers and others to extend our reach
3. Monitor social media platforms to identify opportunities for the CRA
4. To develop engagement with our social media followers

Marketing Campaigns Support

1. To produce press releases, articles and social media content to assist delivery of the CRA's annual marketing campaign activity
2. Providing support to the CRA's Marketing Special Interest Group

Charity Retail Awards and CRA Conference

1. To project manage the entire Awards process from securing nominations to managing the presentation ceremony
2. To work with members and sponsors to secure positive media coverage for winners and shortlisted nominations
3. To provide general communications support at the CRA conference including working with the official photographer, supporting exhibitors, sponsors and speakers

Administrative Support

1. To provide assistance with general administration of meetings and events where this is required – including assistance for hybrid meetings
2. To support communication with members and other stakeholders by email and phone calls

3. To carry out other work associated with the management and administration of the activities of the Association as appropriate

Additional points

1. Some travel within the UK will be required (expenses will be reimbursed)
2. Some overnight stays will be required (expenses will be reimbursed)

Person specification

Knowledge

- An understanding of the best practices of **both** social media and traditional media combined with a demonstrable willingness to develop a strong knowledge in both areas. (essential)
- An understanding of and passion for charity shops and the second-hand economy (essential)
- A more detailed understanding of the social, environmental and fundraising role of charity shops (desirable)

Experience

- Experience of producing and publishing content on one or more social media platform (essential)
- Experience of writing press releases and/ or articles for publication (essential)
- Experience of identifying what is and what is not a strong news story (essential)
- Selling in media stories and liaising with journalists (desirable)
- Experience of working with databases (desirable)
- Experience of monitoring media and social media (desirable)

Skills

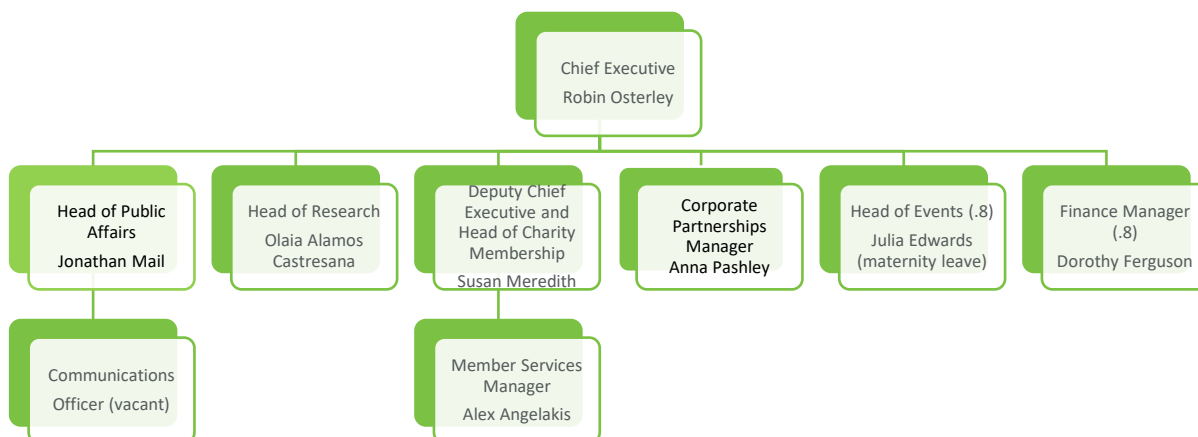
- An aptitude and willingness to develop new skills and expertise in all areas of communications (essential)
- Exceptional writing skills with the ability to be engaging, concise and accurate (essential)
- Ability to identify a strong media story and good media judgement (essential)
- Ability to work flexibly in a small team and deliver to deadlines under pressure (essential)
- Ability to work well as part of a team (essential)
- Strong technical understanding of how social media and the different platforms (essential)
- Excellent organisational and administrative skills (essential)
- Strong IT skills (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 people from an ethnic minority background, as these groups are underrepresented in our sector and we are working to address this.

CRA Staff Organisation Chart



Holiday and Pension Details

- A non-contributory pension scheme. The CRA will pay an annual contribution of 10% of your annual earnings.
- Paid holiday: 25 days + Bank Holidays + the period between Christmas and New Year.

How to apply:

Please email your **CV along with a covering letter** detailing why you are applying for the role and how you meet the job specification to mail@charityretail.org.uk

Your covering letter is a vital part of your application and your opportunity to tell us about your achievements, skills and expertise in the area of communications.

The deadline for applications is noon on Friday 20th May and interviews will take place in London on Friday 27th May.