

Communication & Prevention Practitioner Job

Description

This document defines the responsibilities of the Community Engagement & Prevention Practitioner role within GWA, whilst the contents are comprehensive, they are not exhaustive.

Communications & Prevention Practitioner

Direct Line Managed by: Prevention and Fundraising Lead

Working Pattern: 3/4 Days Monday - Friday (16 Hrs)

Proposed Working Pattern: Negotiated with successful candidate

There are 4 main pillars of responsibility for the role of Communications and Prevention Practitioner role, each of these are explained in further detail in this document.

Social Media &
General Media
Management

Website Content
Management

Online
Fundraising

Community
Communications

Purpose of the Role

The Communication & Prevention Practitioner is an outward facing and community engagement focused role to support the Prevention and Fundraising Lead to deliver Grampian Women's Aid aims and objectives.

The Communication & Prevention Practitioner will work closely with the Prevention & Fundraising Lead to develop and promote GWA's online presence via internal and external media platforms by creating appropriate content and engage in community events which support GWA's aims and objectives, raising awareness of key issues for women, children and young people who experience domestic abuse and the work GWA does to address such issues. These communications shall include delivering relevant and creative material for platforms such as GWA social media sites, internal newsletters, external agency newsletters and website.

The post holder will report on the impact of our communications activities to support and encourage lived experience voices to be heard and inform GWA strategy.

Social Media & General Media Management

- Identify target audiences and develop a programme of awareness raising and service delivery content for GWA social media platforms
- Design and deliver a variety of content suited to the target audiences for our social media platforms, internal newsletter and external agency newsletters and publications
- Research and report on local and national trends for social media planning and respond appropriately to time sensitive matters for publishing
- Support the Prevention and Fundraising Lead with creation and delivery of a quarterly GWA newsletter which is published to our website and circulated to our dedicated mailing list.



- Support the Prevention and Fundraising Lead with creation and delivery of content for external agency newsletters, promoting GWA services and the work we do addressing the issues faced by women, children and young people who experience domestic abuse
- Maintain GWA mailing list for internal and external communications.
- Promote GWA activities such as training and awareness raising events on all GWA media platforms and external communications where appropriate
- Work with all staff members and Trustees of GWA for research and development of creative social media content promoting the service and raising awareness of the challenges for women, children and young people who have experienced domestic abuse
- Design a suite of timeless and project specific images for GWA use of communications using programmes such as Canva.
- Ensure all content is appropriate for GWA's aims and objectives and meets all copyright and GDPR requirements.
- Ensure appropriate quantity and quality of content is scheduled in advance to maintain social media presence with minimal repetition.
- Provide reports to line manager for monitoring of impact of our social media communication activities on a regular basis and as required
- Raise concerns for social media communication activity to line manager at earliest opportunity for appropriate problem solving and support

Website Content Management

- Design and deliver a variety of content suited to the target audiences for our website focussing on GWA activities and their impact alongside information and resource materials
- Research and report on local and national trends for website planning and respond appropriately to time sensitive matters for publishing
- Work with all staff members and Trustees of GWA for research and development of creative website content promoting the service and raising awareness of the challenges for women, children and young people who have experienced domestic abuse
- Ensure all content is appropriate for GWA's aims and objectives and meets all copyright and GDPR requirements.
- Ensure appropriate quantity and quality of content is available on the website.
- Work with website hosts where required for the updating of content and address areas of concern as they arise.
- Provide reports to line manager for monitoring of impact of our website communication activities on a regular basis and as required
- Raise concerns for website communication activity to line manager at earliest opportunity for appropriate problem solving and support



Online Fundraising

- Support the Prevention and Fundraising Lead with communication and promotion of online fundraising opportunities for GWA
- Research and promote any external online fundraising activity held on behalf of GWA by supporting the Prevention and Fundraising Lead to connect with those individuals or organisations
- Support the Prevention and Fundraising Lead to maintain communications and relationships within the online community for the promotion of GWA for fundraising
- Report any concerns for online fundraising activity via our communications platforms to line manager at earliest opportunity for problem solving and support

Community Engagement

- To support the Prevention and Fundraising Lead with community engagement events ensuring publicity is accurately recorded and promoted on all GWA media platforms
- To report to line manager of impact of community engagement activities via communication platforms

General & Reporting

- Attend and contribute positively to regular meetings with peers, senior members and trustee's to ensure good planning and practice for all service provision and development
- Attend and contribute positively to regular support & supervision and appraisal meetings with line manager
- Share relevant information with line manager in a productive and positive way to promote good practice and communication in advance of sharing with peers or the public
- To engage with new staff members induction processes, by introducing and explaining this role and responsibilities
- Promote positive communication and partnership working with external agencies for the promotion of services provided by GWA
- Take responsibility to identify personal development opportunities relevant to the role of Communications and Prevention Worker
- Engage with the Prevention and Fundraising Lead in a positive and solution focused way during informal discussions for service delivery and planning
- Ensure all resources used for the provision of awareness raising and information sharing are in line with the strategic plan and values of GWA
- Ensure areas of improvement are communicated and reported in a positive and solution focused way for consideration by line manager
- To be responsible and accountable for personal administration to be completed and submitted on time such as timesheets and expense claims
- To be responsible and accountable for safe keeping of all GWA property issued to you for the purpose of your role as Communications and Prevention Worker



Person Specification

Item	Essential	Desirable
Excellent ability to work on own initiative	√	
Creative digital design skills using programmes such as Canva	√	
Excellent understanding of digital and traditional communication tools	√	
Excellent time management skills and ability to work to short deadlines as well as good schedule planning	√	
Strong writing skills, creating articles and content for GWA communication platforms	√	
Strong communication skills across a variety of channels for different audiences	√	
Experience of using social media platforms and understanding how to utilise their potential	√	
Proficiency in IT including the Microsoft Office Suite, content management systems and design software.	√	
Experience of managing and developing website content	√	
Experience and strong research and report writing skills	√	
Commitment to the ethos and values of Grampian Women's Aid	√	

GWA Organisation Structure and Reporting

