

Bradbury Lodge

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# Communications Officer - Job Description and Person Specifications

Are you interested in providing a voice for visually impaired people and the work of MyVision Oxfordshire? Do you have the skills to creatively share our brand, work, and mission via print and online media? If this is you, why not consider joining our team?

We’re looking for a Communications Officer to showcase the work of MyVision and to share the stories of change in people’s lives. We recently underwent a rebrand, so this is an exciting opportunity to help us raise our profile across the county.

MyVision Oxfordshire is a charity supporting visually impaired people to live full and active lives.

We provide a range of services across Oxfordshire including:

* Information & Advice
* Equipment Provision
* Technology Training
* Befriending and Counselling
* Clubs, Groups, and Sporting Activities
* Children’s events
* And much more

You can find out more about our work and services at our website: [www.MyVision.org.uk](http://www.MyVision.org.uk)

**Job Title:** Communications Officer

**Hours:** 21 per week(flexible working arrangements available, including term-time only and home working)

**Starting salary:** £15,000 pro rata (£25,000 Full Time Equivalent)

**Annual Leave:** 15 days pro rata (25 days Full Time Equivalent)

**Contract Type:** Permanent (6-month probationary period)

**Reporting to:** Fundraising Manager

**Base:** Oxford and home-based flexible options, travel around Oxfordshire will be required from time to time.

**Closing Date:** 3rd October 2022

**Interview Date:** 11th October 2022 either in person or online

## Job Purpose:

To communicate the lived experiences of visually impaired people and the work of MyVision Oxfordshire. Increasing our profile and impact both in print and online

## Duties:

## Social Media

* Manage and provide engaging content for all our social media platforms
* Seek out new platforms and social media opportunities for MyVision to engage with new audiences

**Website**

* Manage and update our website, keeping it fresh and relevant
* Provide regular updates via our news and blog pages
* Ensure our calendar of events are kept up to date
* Provide regular e-news bulletins and increase engagement

**Print Communications**

* Manage our quarterly newsletter and appeals
* Provide interesting and meaningful content

**Fundraising**

* Support our digital fundraising through website, JustGiving and other digital platforms
* Seek out creative new ways to raise funds for the charity
* Support our community fundraising and ensure events and campaigns are widely advertised

**Other duties:**

* Attend and contribute to team meetings.
* Attend relevant training
* Be an ambassador for MyVision and help us to reach out, grow and continue to support visually impaired people across Oxfordshire
* Other reasonable duties set out by the Chief Executive
* There may, on occasion, be a need to work outside normal hours e.g. weekends and evenings

## Breakdown of duties

*This is a rough guide to your duties; flexibility will be required.*

|  |  |
| --- | --- |
| **Tasks** | **% of your time** |
| Social media  | 25% |
| Website | 25% |
| Print communications | 20% |
| Fundraising | 20% |
| Other duties | 10% |

## Person Specification

## We expect candidates to evidence how they meet the criteria in their covering letter. This can be through work, volunteering and your personal life.

**Essential:**

1. Experience in digital communications
2. Experience of web content management systems (CMS) for example WordPress
3. Experience of promoting activities and events through digital and print communications
4. High level of literacy and IT skills

**Desirable:**

1. Lived experience of visual impairment or other disabilities
2. Knowledge of accessibility relating to web content and social media
3. Knowledge of using Canva, InDesign and or other digital media platforms

## Personal Qualities

1. The ability to work under own initiative
2. A passion for communicating, story telling and capturing life stories
3. A supportive team player
4. Empathy and willingness to understand different people’s needs
5. The ability to communicate with staff, volunteers, clients, and supporters of MyVision

## Safeguarding

MyVision is committed to safeguarding children and vulnerable adults. You can find our safeguarding policy here – [Safeguarding Policy](https://www.oxeyes.org.uk/background-about-us/safeguarding-children/). This role is subject to a DBS check and two references.

## Equal Opportunities and Disability

MyVision is an equal opportunities employer and Disability Confident Employer. If you have any concerns about the role or the application process that may relate to your disability, please do contact us. We are also a Youth Friendly Employer and welcome applications from all ages and backgrounds.

## How to apply

Please send an up-to-date copy of your CV, including two references and a covering letter evidencing how your skills and experiences meet the persons specifications and job role. You may use evidence from work, volunteering, and your personal life. Please use no more than 500 words. You can send your CV and covering letter to recruitment@MyVision.org.uk. If you have any questions, please don’t hesitate to contact us.

The closing date is: 12noon Monday 3rd October 2022.