

Communications & Executive Support Lead Job Description

Organisation: Babbasa CIC

Office Location: 50 Upper York Street, St. Paul's, Bristol, BS2 8QR

Contact Number: 0117 329 0717

Job Type: Permanent

Hours: 35 hours per week

Starting Salary: £20,000 pa

Start date: ASAP

About Babbasa

Babbasa is an award winning Bristol based social enterprise, which supports aspiring young people with their professional aspirations. Our vision is creating a world where all people are able to realize their employment and enterprise ambitions, irrespective of where they live, their nationality, ethnicity, gender, race, sexuality or faith.

Job Purpose

The Communications & Executive Support Lead is responsible for actively managing the Babbasa brand and raising the profile of Babbasa and its programmes amongst new and existing stakeholders through various media channels including social media, website and press. Stakeholders include young people, funders, local residents, employers and professionals. You will also provide executive support to the CEO particularly in the area of relationship management.

Core Responsibilities

- Work with the senior management team to develop and implement effective communication strategies to effectively engage key stakeholders and build brand awareness
- Assess and report on the effectiveness of communication strategies
- Liaise with Babbasa team and key stakeholders to produce engaging, informative and inclusive content and visuals e.g press releases, newsletters, flyers, short films or photos that meet Babbasa's brand identity
- Monitor Babbasa's social media and online presence, ensuring the Babbasa brand and ethos is actively promoted
- Update and write content for Babbasa's website
- Establish and maintain effective relationships with journalists, bloggers, investors, target audiences and maintain a media database.
- Serve as point of contact for media and public relation enquiries
- Support CEO and management team to manage stakeholder enquiries and interest
- Manage enquiries and steward corporate ambassadors who want to be involved in the organisation (mentor, undertake fundraising challenge etc)
- Write reports to update to senior management informed of the positive impact of work

Person Specification

Skills and Abilities

- Ability to communicate clearly and effectively orally and in writing
- Excellent copy writing and editing skills
- Digital media skills
- Good attention to detail
- Good time-management and organisation skills
- Ability to tailor and format content for different audience needs
- Ability to manage multiple tasks and work well to deadlines
- Ability to plan ahead and work within agreed timeframes
- Creative thinking skills and ability to demonstrate a 'can-do' attitude
- Show initiative and have the ability to work without direct supervision
- Ability to develop a rapport with young people and people from diverse backgrounds and cultures

Knowledge and Experience

Essential

- Experience of digital marketing or website management
- Evidence of active use of social media
- Writing for a variety of different audiences
- Managing and developing relationships with key stakeholders
- Experience of working collaboratively in a team
- Ability to demonstrate initiative and creativity
- Knowledge and interest in equality, diversity, equal opportunity and inclusion

Desirable

- Graphic design skills or use of desktop publishing packages
- A marketing or PR qualification and/or equivalent experience
- Able to deliver and evaluate email campaigns
- Use of social media and social media monitoring tools
- Use of Wordpress
- A proven track record of report writing
- Use of marketing databases
- Knowledge of Bristol's diverse communities