

# Communications Administrator

Join the team





# Job Description

**Job title: Communications Administrator**

## Introduction

Care for the Family is a charity that exists to strengthen families. As an organisation our vision has always been to not only provide help and support in the tough times, but to help families put down strong roots in the good times that will help them weather life's storms if and when they arise. We offer courses, events and resources to promote and support thriving family life as well as preventive care and networks to assist families through crises and prevent relational break-down. We also operate specialist initiatives such as our national befriending support, helping families who face the most challenging circumstances including those parenting children with additional needs or coping with the loss of a child.

Every position in the organisation contributes to our support of over 70,000 people each year. However, we always strive to improve our creativity, increase our reach and make a greater impact strengthening family life in the UK's 19.4 million families.



## Role Description

<b>Hours:</b>	Part-time – 22.5 hours per week
<b>Location:</b>	Care for the Family, Tovey House, Newport, NP10 8BA
<b>Duration:</b>	1 year fixed term
<b>Reports to:</b>	Communications Manager
<b>Salary:</b>	£21,630 pro-rata

Care for the Family has an exciting opportunity for a Communications Administrator to join our Communications team. This post will help develop our written content to maximise audience engagement with our live events and social media channels. We are looking for an enthusiastic individual who can write fresh copy that communicates Care for the Family's heart to strengthen family life.

Our Communications Administrator must be:

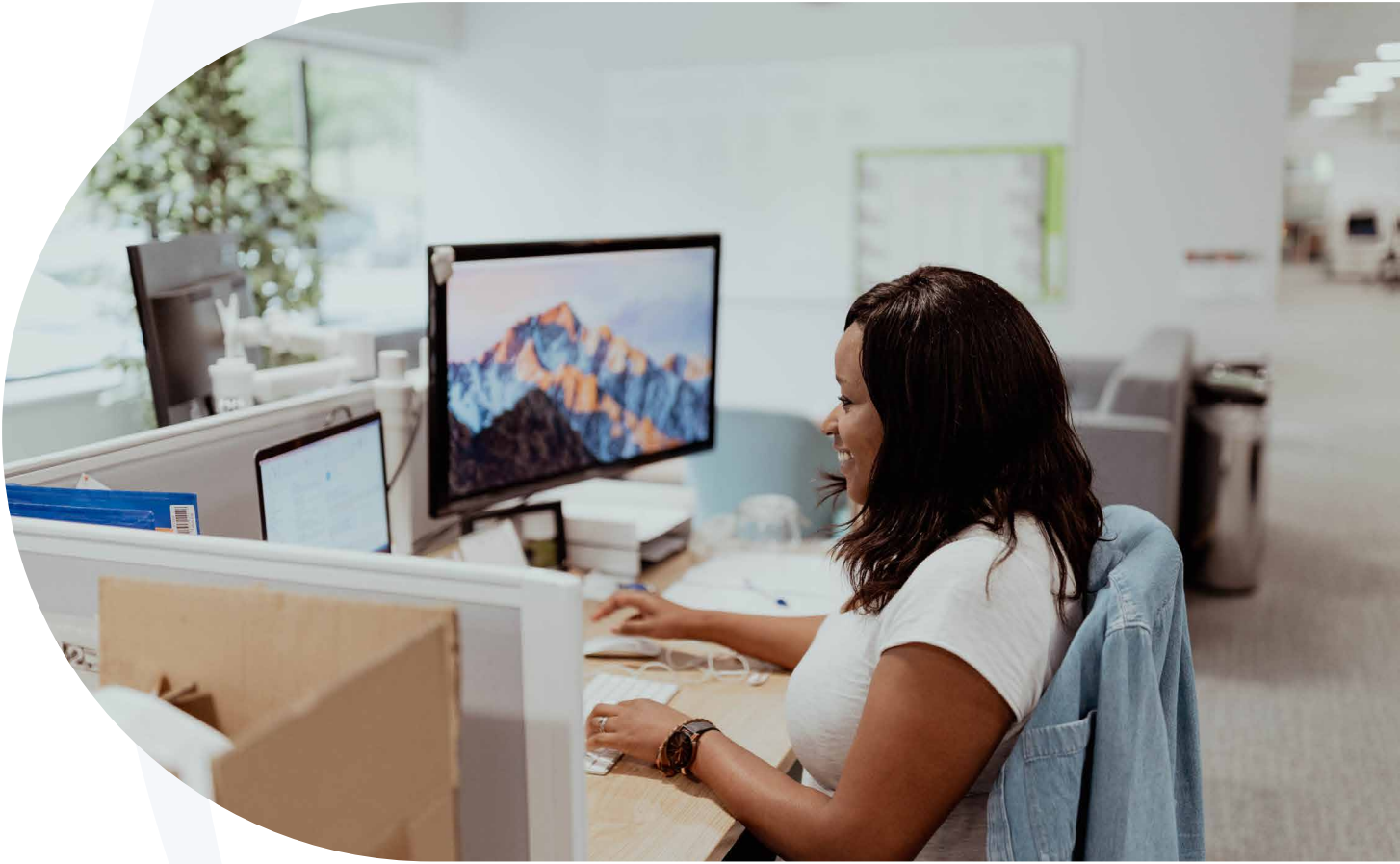
### A Creative Copywriter

- We are looking for someone who is able to craft sensitive but compelling copy for a range of purposes including articles, video scripts and promotional materials.
- You will be able to work collaboratively with the wider Communications Team to assist in developing effective promotional campaigns for a variety of live events, exhibitions and conferences.
- You will be able to think creatively and critically about our event promotion campaigns.

### Attentive to detail

- You will need to proofread materials regularly and ensure that details across our marketing channels are correct.
- You will need to develop and maintain a strong knowledge of prevalent social media trends across various platforms in order to inform our content creation.





- Provide timely and accurate information of activity outputs and outcomes through a variety of management reports, and proactive monitoring and reporting of campaign progress against deadlines.

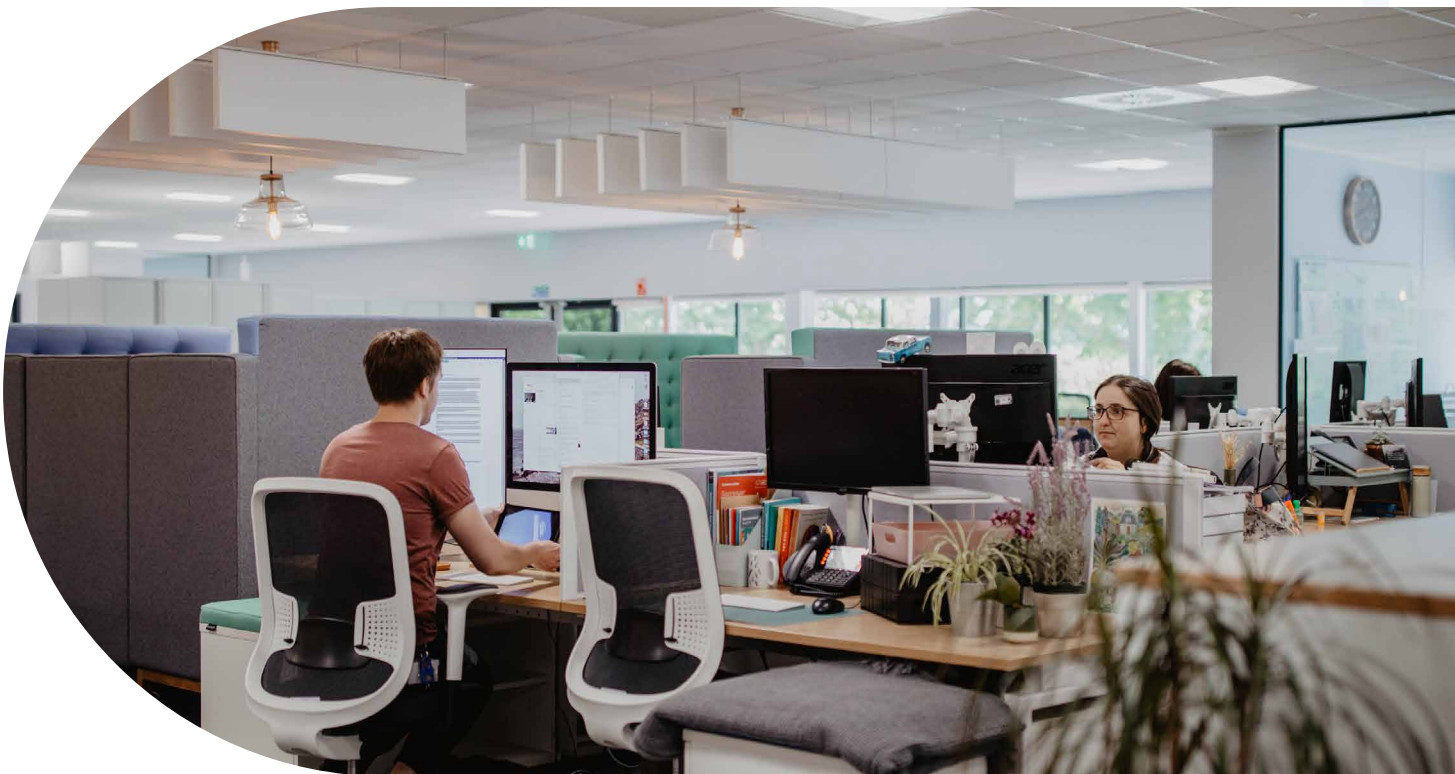
## A flexible worker

- You will work with various teams across the organisation and need to write about different aspects of our work.
- You will need to write for a variety of audiences, through different mediums including websites, printed material and social media.
- Part of this role includes helping to keep on top of administrative tasks to ensure the effective working of the team.

# Person Specification

## Essential

- Excellent communication skills with the ability to pay attention to sensitivity and tone
- Have a methodical and systematic approach to work combined with good problem solving skills
- Excellent attention to detail
- The ability to craft fresh and engaging copy for a variety of materials
- Good editing and proofing skills, and a flair for writing for a specific audience
- Experience using social media and other digital platforms
- The ability to create attractive social media posts
- IT literacy which must include experience of Microsoft Office applications and email clients.





## Desirable

- Previous copywriting experience
- Ability to deliver scripts to camera (or the willingness to learn)

Nobody is perfect! You don't need to have experience in every area listed. We'd love to hear from you if you possess a combination of some of these areas.

## Additional Notes

Care for the Family is an organisation which has adopted a Christian Ethos statement. Our Equal Opportunities Policy includes facility for justifying that certain posts have an occupational requirement that they be occupied by people who can demonstrate a personal Christian faith. This post has such an occupational requirement attached to it.

## Terms and conditions

- This is a part-time salaried position available for 12 months. The salary will be £21,630 (pro-rata) per annum.
- This position is 22.5 hours a week worked 9am–5pm three days a week. This includes a half hour unpaid lunch break.
- The position is offered subject to the satisfactory completion of a three-month probationary period.
- Holiday entitlement is five weeks per annum, rising to six weeks after two years' continuous service, plus statutory holidays.
- CFF operates a group personal pension scheme and will contribute to an employee's plan, within the scheme, a monthly payment equivalent to 10% of their gross monthly salary once conditions for entry to the scheme have been met.





# Who we are

Since 1988, Care for the Family has sought to promote strong family life and help those who face family difficulties. Our work has been focused on the UK, but increasingly through digital technology, we are reaching a wider audience.

We focus primarily on the following areas of family life: marriage, parenting and bereavement. Our aim is to be accessible to every family whatever their circumstances and to create resources and support that are preventative, evidence-based and easy to apply.

We are motivated by Christian compassion and love and are committed to supporting families of all faiths or none, with quality services and resources.



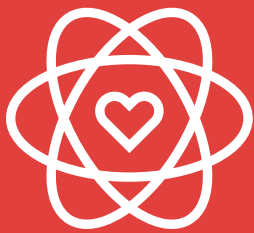
## Our Mission

We exist to strengthen and support family life.



## Our Vision

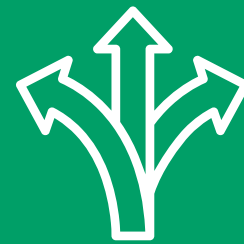
That all families will be able to find support during challenging times, and encouragement in the good times.



## Our Values

We will seek to act:

- with generosity of spirit
- with vulnerability
- by honouring the least



## Our Approach

The focus of our work is:

- with adults
- universally accessible
- evidence-based

## Employment Ethos

Care for the Family is a Christian organisation and for some roles there is an occupational requirement for the post holder to be able to demonstrate a commitment to the Christian faith. If there is such a requirement it will be included in the job description. Where this is the case, prospective staff will be asked to confirm that they assent to our statement of faith, which is a summary of the Nicene Creed.



# How our work helps

Since 2021



**38,817**

**families**

have been supported by  
Care for the Family.



During 2022,



**90**

**new facilitators**

were trained who are now fully  
licensed and equipped to run  
the *Time Out for Parents* courses.

Each year



**50**

**single parent  
families**

are given a week-long  
adventure holiday to strengthen  
their family.

We reach over



**16,000**

**people**

a year through our  
live events all over  
the UK.

Several hundred parenting  
courses were run by licensed  
facilitators, reaching over



**2,000**

**parents**

across the UK.

Our teams produce over



**100**

**resources**

each year to support families  
whatever they are going  
through.

Through our befriending  
service



**100s**

**of individuals**

are supported each year,  
providing unique peer-to-peer  
support from trained befrienders.



Want to know what  
life is like at Care for the  
Family?

Have a watch of our  
introductory video:



## Life at Tovey House

Relationship is at the heart of everything that we do. For that reason, we place a high value on working together collaboratively in our Newport office. Just moments from the M4 and A48, Tovey House provides a purpose-built, comfortable, modern and welcoming environment.

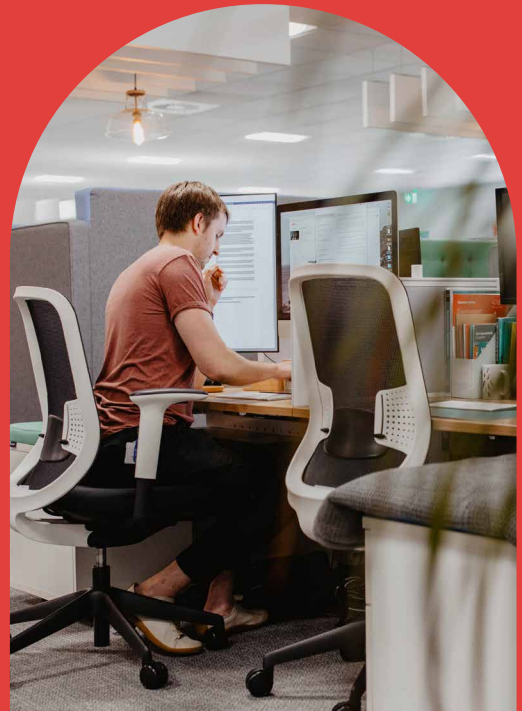
The office is located 20 minutes drive from Cardiff, 10 minutes from Newport, 45 minutes from Bristol and is a 3 mile cycle from the nearest train station. It also offers great facilities such as ample free parking, a shower, bike store, 2 kitchen areas, an outdoor lunch area, a prayer room and comfortable working pods along with a hotel, pub and coffee shop a 5 minute walk away.





# Why work at Care for the Family?

- ✓ The knowledge that you are part of a team making a difference to family life in our nation, and beyond.
- ✓ 5 weeks annual leave (pro rata) rising to 6 weeks after 2 years' service plus bank holidays.
- ✓ 10% non-contributory employer personal pension scheme.
- ✓ Secure, free parking for all employees - taking some of the stress and cost out of getting to work.
- ✓ Bottomless free tea and Fairtrade 'Kingdom Coffee' available all day.
- ✓ Family friendly culture and policies including enhanced maternity pay.
- ✓ Prayer meetings twice weekly, as well as a dedicated prayer space in our Tovey House office.
- ✓ Staff conference events three times per year to build relationships, equip and encourage.
- ✓ Security for your loved ones through company life insurance to the value of three times your annual salary.
- ✓ A wide range of lunchtime wellbeing groups, including Pilates, walking and a book club.
- ✓ Access to a Employee Assistance Programme.
- ✓ Confidential counselling available for employees.



**STAFF DEVELOPMENT  
THE BIRKMAN METHOD**

At Care for the Family, we use a self-assessment tool called The Birkman Method.

We use Birkman to help increase awareness of ourselves and others and improve communication and relationships. Birkman has been used all over the world for 65 years to develop leaders, improve teamwork, and help us gain insight into our usual style, interests, needs and stress behaviours.

If you are selected for interview you will be asked to complete a Birkman questionnaire online. This is useful to us as it helps to paint a comprehensive picture of an individual's personality and motivations.

Care for the Family is a Christian initiative to strengthen family life, offering support to everyone.  
A registered charity (England and Wales: 1066905; Scotland: SC038497).  
A company limited by guarantee no. 3482910. Registered in England and Wales.  
Registered office: Tovey House, Cleppa Park, Newport, NP10 8BA.

