



high

trees

# COMMUNICATIONS OFFICER

## Job Pack

Meeting everyone as a person of great potential

# Welcome to High Trees!

High Trees was born of the local community 23 years ago, through collective community action to save the old library based in Tulse Hill, turning it into a Community Development Trust. Today, High Trees has grown significantly and is a well-regarded and trusted community anchor in Lambeth, delivering and leading on a range of integrated services to connect people and communities to strengthen skills and build stronger voices.

Our 5 cornerstone support areas provide integrated services in:

- **Partnerships & Development:** Partnerships are central to High Trees' work. We believe we have a role to play in creating a collaborative and connected Lambeth, and that partnership working is one of the key things that will allow the VCS sector to thrive – and when we thrive our beneficiaries can too.
- **Employment & Careers Advice:** We provide bespoke one to one employment support with experienced advisors who are experts in helping those with multiple barriers find work.
- **Community Education & Training:** We specialise in delivering basic skills training to provide individuals with the skills they need for work and life, including ESOL, functional skills, ICT and vocational courses.
- **Community Action:** We embed Community Organising within the locality to nurture and capacity build individuals and community groups to develop advocacy skills and empower them to take collective community action on issues that affect them, whilst also improving representation in decision making.
- **Children, Young People & Families:** Working on the basis of early intervention, we deliver a range of services focused on play, study, coaching and social action aimed at improving the aspirations and well-being of children and young people.

High Trees strives to ensure our services remain firmly rooted in the local community, responsive to and driven by local need and always delivered in the spirit of partnership and collaboration.



## COMMUNICATIONS OFFICER

### Job Description

Salary	£25,000 - £30,000
Hours	Full Time 35 hours per week
Location	High Trees, 220 Upper Tulse Hill, London SW2 2NS
Reporting to	Head of Partnerships and Development

High Trees' Communications Officer sits at the heart of our team, allowing us to reach new users, communicate our offer to the local community and demonstrate our impact to our funders and other key stakeholders.

As a Communications Officer, you will sit within the Partnerships and Development team, coordinating our communications by creating and editing content and working closely with each service team to engage our different audiences. Responsible for implementing our comms plans, and being ambitious about the quality and potential reach of our work this is one of the key roles that allows us to communicate who we are, why we do the work we do and the impact it has.

Reporting to the Partnerships and Development Manager, your role will include ensuring the publication of new content to the highest quality standard. You will update and maintain our website on WordPress, grow our social media reach, and design engaging multimedia material that highlight our work and community. You will build relationships with each of our teams, assessing their needs and creating top-quality content for all our channels.

Your strengths will include an instinctively ability to modify tone and content for different audiences while keeping within the High Trees voice and our brand guidelines, the ability to design flyers, reports and other media, the ability to update our website content using WordPress, familiarity with all social media channels and an excellent attention to detail and the ability to proofread flawlessly.

You will have at least 1 years' experience (perhaps significantly more) working in communications, perhaps in the VCS sector. You will have experience maintaining websites, developing materials for print and online distribution and creating a variety of written materials for different audiences.

## KEY ACCOUNTABILITIES

- Produce, coordinate and copy-edit engaging content across all our platforms
- Work closely with the Partnerships and Development Manager in implementing our Comms Plan for the year
- Update and maintain our website on WordPress
- Grow our social media profiles on Twitter, Facebook and Instagram and analyse their success
- Create multimedia content on Canva whilst strictly adhering to our branding guidelines (i.e., social media graphics, flyers, posters, etc.)
- Work closely with our Monitoring and Evaluation Officer to highlight High Trees' impact through our communications
- Develop the High Trees' newsletter and grow its reach
- Collaborate closely with each of our service teams and support them in reaching our various beneficiaries
- Build creative campaigns that centre the voice of our community
- Design our written publications and reports
- Compose articles detailing our work and build our voice in the media
- Maintain a Communications calendar to ensure timely publication of news and posts



## PERSON SPECIFICATION

The person specification is an idea of skills, knowledge and experience required to carry out the job. The person specification will be used in the short listing and interview process for this post. Applicants who possess the essential requirements but not the desirable requirements should not be discouraged from applying.

### Essential

- Excellent written communication skills and exceptional attention to detail
- Strong organisational skills with an ability to deliver communications outputs for our service teams and High Trees as a whole
- Passionate about community development and working with people of all backgrounds
- Creative design skills with an ability to develop engaging multimedia content for our different channels
- Experience in scheduling social media posts across Twitter, Facebook and Instagram
- Able to manage multiple deadlines under pressure
- Excellent copy-editing skills
- Tech-savvy and able to be High Trees' key point of focus for different software and platforms
- Able to engage our diverse range of audiences, finding the right tone of voice and channel for our beneficiaries as well as our partners, sponsors and funders
- Works to perfection and ensures our communications are delivered to the highest quality standard
- At least one years' experience in a communications role

### Desirable

- Experience working with (all or some of) WordPress, InDesign, Canva and Mailchimp
- Experience publishing articles in news media
- Experience of building online campaigns

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## HOW TO APPLY

Please send a completed CV and covering letter (no more than 2 pages) explaining how you meet the key accountabilities and the personal specification, as well as the applicant monitoring form and the additional information form to [admin@high-trees.org](mailto:admin@high-trees.org) with 'Communications Officer' in the subject line.

All applications must be received by midnight on the 18th July. We will be interviewing for the post on a rolling basis, so please apply as soon as possible.

## QUERIES

If you have any questions about the role or High Trees, please contact Steph at [steph.gamauf@high-trees.org](mailto:steph.gamauf@high-trees.org).

## WORKING AT HIGH TREES

We know our staff are our biggest asset and our biggest investment. Our small yet dynamic staff team of 28 have come to High Trees through a variety of paths; some have a long track record of work in the sector, others have brought in skills learned elsewhere and some have joined our staff through using our services. All share a passion for the work we do and a commitment to ensure our impact is meaningful for those we work with.

All our staff are supported to grow and develop through regular one-to-ones with their manager, a programme of organisation wide and individual CPD and are given the opportunity to contribute to the work of the organisation as a whole rather than focused solely on the work of their team. We're proud of the fact that over 50% of our Management Team have been promoted from within our organisation.

Benefits of working at High Trees include 35 days holiday (inclusive of bank holidays and 3 Christmas days) rising by 1 day each year after 2 years' service (capped at an additional 8 days), enhanced maternity/paternity/adoption leave after 2 years' service, up to 5% contribution to the staff pension scheme, a 24 hours employee support line and a clear pay structure with yearly increments (based on performance).

We know that if you're considering a role at High Trees, you are primarily driven by a desire to make impactful change and we hope you will consider joining our team.



## Common Questions About Working at High Trees

You're very welcome to contact us if you have any specific questions about the role, but here are some of the most common questions we get asked, either before application or during interviews:

**What is it like working at High Trees?**

Staff tell us the main reasons they enjoy working at High Trees is the opportunity to make a difference in peoples' lives and the friendly and supportive staff team. We're not a perfect workplace, and we never will be (we don't think there is one!) but being proud of High Trees includes being proud of the workplace we've all created. We have regular team socials and away days, our monthly one-to-ones and appraisal system ensures all staff are supported to develop and progress and our pay policy ensures transparency and clear progression during your time with us.

We undertake an anonymous staff survey each year, so our staff can tell us what we do well, what we could do better and be absolutely frank about their experience as employees – we're really proud of the results! 100% of staff tell us they understand how their role contributes to the aims of High Trees as a whole (something we feel is vital to job satisfaction) and 90% of staff tell us they feel like they're given the opportunity to develop their skills or progress, either within their role or within the organisation. When asked 'day to day how much do you enjoy your job?', 27% of staff answered 'It's the best job I've ever had', 55% said 'I enjoy it all or most of the time' and 18% answered 'It's fine - no major issues'. No staff members answered 'I don't get a great deal of satisfaction from it' or 'I don't enjoy my job, and if the chance came up I would leave'.

**Should I apply if I can't do the hours specified in the advert?**

Possibly! We're always open to considering whether a role can be split or reworked in some way and we understand people have other commitments and obligations. Please do either email us in advance and ask, or make this clear in your cover letter though, as there may be reasons some roles can't have their hours modified, and it's better all round to have this conversation early!

**Can I do this role remotely, either full time or part time?**

Since the pandemic we've had this question a lot – in short, the answer is not really – but we want to explain why (especially as for now, we know we're a bit of an anomaly). When Covid struck, we immediately moved all our services to remote and were surprised at how well so many of them worked – while we've kept some of the learning from this time (more short meetings online, far better IT systems etc), what was also apparent to us is that working surprisingly well, and working as well as they possibly could isn't the same thing.

High Trees work is underpinned by the understanding that many of our service users face multiple long-standing structural disadvantages and inequalities which impact on their lives in a variety of ways, much of our work is open to all but our focus is ensuring it's accessible to those who need us most. We know, from closely monitoring our outcomes, and by talking to our users, that remote delivery does not have the same impact and – crucially – there will be some people who simply do not or can not access it.

Staff flexibility is a brilliant thing, and we hope we've communicated how much we value our staff and how hard we've worked to create a supportive and rewarding environment, however when weighing this up, the needs of our service users (particularly the most vulnerable) come first – and our staff base agrees (it's why we're all here!). We also feel that the collaboration crucial to our work, can't be replicated remotely, and this is key to our approach and focus – we also enjoy our office board games, biscuits and escaping our homes! Although all our roles are office based, we're firm believers in a work life balance, where possible there's a choice of start times (within our core hours), we don't expect people to work beyond their hours and so far no one has missed their child's sports day on our watch!



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