

## **Job Title: Comms Coordinator**

**Salary:** £20,800- pro rata,

**Working pattern:** 5 hours per week, for an initial 6 months contract (with the possibility to extend beyond the initial 6 months). Will involve working weekends, and some evenings.

**Annual Leave:** 20 days pro rata.

**Reporting to:** The Management Team/Link Trustee

The Mill is Walthamstow's living room, it's available for residents to drop in and read the papers, view our art exhibitions, join a group or activity, or use our play room. The Mill is run by local volunteers for the local community and is open to the public 6 days a week. We are looking for a Comms Coordinator to communicate our messages and information on what's on to current and potential new users. You will be required to carry out this role at The Mill.

### **Key skills**

1. 2-3 years experience in a media and communications role
2. Experience of writing newsletters/press releases
3. Able to manage and organise information effectively
4. Able to communicate effectively and sensitively with a wide range of people of varying ages and cultures
5. Experience in updating website content. WordPress ideal
6. Experience of working with, and managing volunteers
7. Able to work on your own initiative, without supervision.
8. Able to adhere to The Mill's vision, Constitution and policies

### **Principal areas of responsibility**

- To promote activities, events and news stories using the Mill website, social media and local resources
- To liaise with room hirers and activity coordinators on publicity for their workshops and events.
- To manage the comms volunteers (website, social media, copy editor, newsletter design, photographer and uploader for photos to the drive) and host monthly meetings as required
- To upload information from the weekly blog to the Mill website and forward to Comms volunteers for action. To reorder items so the website is continually refreshed.

- To manage a schedule of facebook and twitter posts on extra promotional campaigns; fundraising, events, Friends scheme, merchandising, vacancies etc.
- To inform volunteers and team of events, projects etc
- To commission the monthly Mailchimp email newsletter, chasing up text and images and producing and designing templates
- To maintain databases relating to listings/contacts using Google Drive
- To maintain the Comms calendar and use this information to create a schedule of activities and events to be publicised and promoted through the various channels
- To Coordinate Artworks listings, scheduling posts and listings for exhibitions, projects and events.
- To coordinate Comms volunteers for events
- To be proactive in promoting Mill stories
- To collect information from monitoring sheets, transfer to Mailing list (email for Mailchimp) and file details on Mill Quotes archive (for marketing purposes only, as and when)
- To provide occasional reception cover. To open up or close the building, undertaking all security measures as required dependent on staff rota.

As the Mill is a public space you will be subject to a DBS check if successful at interview.

## **Person specification**

### **Essential Skills**

Experience in a media and communications role - at least 2 years  
Experience of writing newsletters/press releases  
Good organisational skills and time management skills  
Experience of working with and managing volunteers  
Experience in updating website content. WordPress  
Experience in using Mailchimp  
Familiar with social media  
Ability to communicate effectively and sensitively with a wide range of people of varying ages and cultures  
Able to work on own initiative, without supervision  
maintaining databases

### **Desirable Skills**

Reception/front of house experience  
Experience of locking and opening up premises  
Experience of working with public, diverse user group  
Experience of Google Drive