

Central Carers Association

Role Profile

Digital Communications Worker

Role Purpose:

To assist in the development and provision of digital information and systems to improve access to and reach of the information, support and involvement opportunities provided by the Carers Centre.

As a digital communications worker, you will:

- Respond to digital enquiries (via email, website, and social media) from carers and professionals.
- Encourage and support carers to take up their right to an Adult Carer Support Plan.
- Signpost and refer carers to relevant sources of information and support.
- Produce and disseminate regular e-bulletins to provide information for carers and professionals.
- Update the Carers Centre website on an ongoing basis.
- Promote activities being organised by the Carers Centre on social media.
- Design & content creation across all the Carers Centre media platforms.
- Share information relevant to carers from other organisations on social media.
- Produce and disseminate a twice-yearly newsletter for local carers and professionals
- Assist in the maintenance and development of the Centre's in-house information management system
- Work in partnership with the Health and Social Carer Partnership communications team to ensure consistent information and messaging is disseminated across digital platforms.
- Participate in staff meetings.
- Participate in staff development and mandatory training, using all relevant learning opportunities to improve personal skills.
- Undertake any other duties relevant to the post, as reasonably required from time to time by the Centre Manager.

In this role, your responsibilities will include:

Development

- Develop and maintain digital information and communication systems to ensure carers are able to access up to date information and support offered by the Carers Centre.
- Develop on-line information sessions for carers who are unable to access face to face sessions.
- Develop and maintain digital systems to allow carers to access involvement opportunities, for example, booking places at forum meetings and consultation events and facilitating on-line feedback and evaluations.

The responsibilities, accountabilities and reporting structure for this role will be reviewed periodically and updated, if required

Date last reviewed:

Version:

- Participate in the development and maintenance of the Carers Centre information management system to facilitate the recording and monitoring of all activities, and support staff in the effective use of the system.
- Participate in the development of digital reporting systems to facilitate awareness raising of the outcomes achieved by the Carers Centre.
- Participate in the development and integration of digital emergency and future planning tools to support carers.
- Explore with strategic partners the potential development of the Carers Card including how it could be used to access health and wellbeing activities and support.
- Keep up to date with relevant new legislation and national and local policies and practice that affect carers.
- Develop close working relationships with other member of staff in the Carers Centre to explore opportunities to digitise services to support carers and staff.
- Support individual carers to access digital systems to allow them to receive information and support and participate in involvement opportunities.

Awareness raising

- Raise the awareness and knowledge about the needs of carers through multi-media channels.
- Promote the services provided by the Carers Centre through multi-media channels.
- Encourage and support the early identification of carers and referral to the Carers Centre.
- Liaise with local professionals and agencies providing services for carers.
- Participate in the planning and organisation of conferences, seminars and events to raise awareness about carers issues.

To carry out this role, you will have:

Knowledge:

- Understanding of the importance of confidentiality in all aspects of your work.
- Understanding of and a sensitive approach towards the needs and difficulties faced by carers.
- Understanding of GDPR.

Skills:

- Excellent telephone, listening, verbal and written skills.
- Ability to get along with people from all backgrounds and communities, respecting lifestyles and diversity.
- Ability to build and maintain effective working relationships with colleagues.
- Ability to use initiative to plan, organise, and prioritise own work in consultation with Line Manager.
- Ability to develop and maintain effective working relationships at all levels of an Organisation.
- IT skills including Office 365, online forms, Mailchimp, and Canva (or other similar systems).
- Website Development: Coding, digital copy writing, and updating websites.
- Event coordination: Supporting internal teams with event coordination and advertising.
- Content creation: Writing, designing, and editing digital content for E-Bulletins, newsletters, and social media.
- Positive problem-solving skills and a 'can-do' attitude.

Experience:

- Educated to degree level (or equivalent) or considerable previous experience in a related field.
- Experience of facilitating consultation and focus groups both internally and externally.
- Using client databases to enter and maintain carer activity records and produce reports based on this data.
- Developing digital solutions to service provision.
- Multi-agency working.
- Analytics: Using analytics to evaluate the effectiveness of social media communication
- Social Media Management: Maintaining, monitoring, and optimising social media channels.
- Creating, managing and designing digital and printed content and media.
- Liaising with external organisations such as IT support teams, mail distribution companies, and print companies to coordinate different communication projects.

In this role, you will collaborate with different people and teams, they are:

- The Board of Trustees, in quality assurance exercises.
- The staff team to ensure the Centre functions effectively and professionally.

In this role, you will achieve:

Positive outcomes for the staff and overall organisation by developing, providing and supervising digital information and systems as well as improving the access and reach of the information, support and involvement opportunities provided by the Carers Centre.

Centre Manager: Laura McKenzie	Team: Operations	
Reporting To: Sharon Campbell / Bruce Leckenby	Location: Falkirk and Clackmannanshire Carers Centre, 1a Bank Street, Falkirk, FK1 1NB	
	Hours: 35 per week	Salary: SJC Grade F Starting at £27,954