

# Community Development Finance Association



## Communications & PR Officer

### Job Description

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Responsible to: Head of Policy and Research

Salary: £26,000, on a full time basis (37.5 hours), 25 days annual leave

Core purpose:

- To support CDFA's work as a key voice for the community finance sector, through building a strong external profile, securing key media partnerships and through working with members
- To ensure key CDFA information and ideas are embedded across the team, membership, our sector partners, government and policy influencers

Key responsibilities:

- With colleagues, to implement the policy and campaigns strategy
- To develop communications systems suited to penetrating all target audiences externally, across the membership and within the team/Board
- To build strong and creative media partnerships suited to securing national coverage
- To devise dynamic ways of communicating member data derived from the annual survey
- To harness new technologies in maximising the impact of CDFA's voice
- To help strengthen communications work across CDFIs through acting as a resource where appropriate
- To convene member policy meetings, as appropriate
- To help secure resources for communications work

## Person Specification

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### Experience:

- Strong and compelling written communication skills, covering news pieces, briefings, op ed's, etc
- Lively verbal communication skills, comfortable with both small CDFIs, the national press and government officials
- Relationship building, across key press/media institutions
- Devising communications approaches that can be adopted by a range of staff in delivering CDFA's work programme

### Abilities:

- Flair in devising new ways to attract a variety of audiences
- Understanding of diverse member networks, and ways of drawing different interests together
- Working to tight deadlines
- Supporting partnerships across a broad range of stakeholders
- Strong organisational skills
- Understanding of media, finance and social sectors, government and CDFIs, and ways to work effectively with all

### Core competencies (applicable to all CDFA staff):

- An understanding of, and empathy with the CDFI movement and its underpinning principles of social justice
- A strong commitment to working as part of a team
- A commitment to principles of diversity and equality
- Entrepreneurial flair and commitment to applying this in the shared pursuit of CDFA's vision
- Making best use of new technologies across all CDFA work areas