



Community Halls Information & Communications Officer

Job title	Community Halls Information & Communications Officer
Status	Employed
Responsible to	Community Halls Adviser
Working with	Community Halls, Finance Officer, external suppliers including web provider
Operational area	Across the county of Kent including Medway
Hours of work	0.4 FTE (2 days/15 hours per week)
Days/weeks	Wednesdays and Thursdays preferred. Applicants must be prepared to work flexibly and this may require occasional evening or weekend working.
Remuneration	£20,092 to £22,571, depending on experience (Grade 7 to 12 NJC scale)
Contract type	12-month contract
Start date	September 2022
Probationary period	3 months
Holiday entitlement	10 days plus 3 additional days at Christmas
Pension	Auto-enrolment in NEST workplace pension, 5% employee contribution, 3% employer contribution
Location	Home-based (home working allowance payable)
Application deadline	5pm on Friday 5 th August 2022
Interviews	Wednesday 17 th August 2022

Introduction to Rural Kent and the Community Halls Service

[Action with Communities in Rural Kent](#) ('Rural Kent') is a registered charity, and part of the [Action with Communities in Rural England](#) (ACRE) network which works to ensure that rural communities are not disadvantaged because of their geographical location. Rural Kent's work includes:

- providing an information and support service to village and community halls
- supporting parish councils and community groups to provide affordable housing
- a support service for social enterprises
- a service aimed at overcoming isolation in rural communities, as well as signposting residents to sources of information and advice
- rural policy work

Village and Community Halls form a vital part of thriving communities, especially in rural areas. They provide inclusive, accessible and local community spaces in which an enormous range of wellbeing, exercise, educational, and recreational activities take place, as well as the delivery of services such as NHS clinics and surgeries, Post Offices and libraries. All of

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Charity Number: 212796



this contributes to community wellbeing and health, helps overcome isolation, reduces car travel and its impact on the environment, and strengthens community cohesion.

Most community halls are charities, run by volunteer trustees, often with much enthusiasm but little experience of running a community venue. Rural Kent's Community Halls Service has been providing guidance and support to trustees and hall managers since 1923. The service aims to support trustees in getting to grips with all the requirements for running halls safely, legally, sustainably and for the benefit of communities. We also support trustees to manage their village hall charity effectively and in line with Charity Commission rules. Finally, we help halls to fundraise to improve, update and extend their facilities, or even build a brand new hall.

Recent funding secured from the National Lottery Community Fund, along with other funding already secured, will enable the modernisation and revitalising of the service for community halls over the next 3 years, as well the development of a business plan and funding options to sustain the service in the future.

The aims of the project are to:

- Transform the current service to give trustees, management committees and boards of community halls in Kent & Medway better access to support and/or information on a 24/7 basis through a combination of 1:1 professional support, peer networking, published documentation and training so that they can operate their halls safely and within the law, including charity law, and help committees make greater use of online options.
- Enable Rural Kent to support the volunteer-run committees managing village halls across Kent and Medway (which serve a rural population in excess of 430,000 people) to be better-placed to attract new investment (from charitable trusts, Lottery, UK Shared Prosperity Fund, local authorities) so that they can contribute both to wellbeing of the local population and greener and more resilient rural economies for the longer-term.
- Through these activities, and others, help to secure continued provision of inclusive spaces for delivery of essential public services, leisure opportunities, sport, cultural activities, training and employment in communities geographically distant from major centres of population due to rurality.
- Stabilise the village hall service, which is the only one in the county, and develop funding models to secure its future

The Community Halls Communications & Support Officer will be joining at a key time for the service. They will help to communicate guidance, support and information to those running community halls, promote the community hall service to potential users and other stakeholders, and provide administrative support to the Community Halls Adviser/Project Manager.

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ROLE DESCRIPTION: COMMUNITY HALLS INFORMATION & COMMUNICATIONS OFFICER

Overall purpose of the role

To work with the Community Halls Project Manager/Adviser to deliver a comprehensive information and advice service to support community hall trustees and managers, raise the profile of halls and their importance in rural communities, and promote the community halls service.

Key responsibilities and tasks

1. Developing & communicating information

Newsletter

- With the Community Halls Adviser, generate, collate, edit, proof read and format content in Mailchimp or an alternative suitable platform for the service's regular newsletter and continually explore methods for improving and enhancing the newsletter's delivery, audience and reach

Website:

- Ensure information sheets, model documents and policies, and other materials in the members' area of the website are kept up to date
- Help to develop the content, usability and organisation of the members' area further, working closely with the VH adviser and our external web developer.

Rural Kent Information Sheets

- Develop an attractive, user-friendly template for Rural Kent's own information sheets
- Format and proof read content before uploading to the members' area of the website

2. Promote and facilitate peer to peer hall networking

Facebook group

- Monitor, maintain and moderate the service's private Facebook Group, keeping accurate records of all participants, which hall(s) they represent and their role, as well as creating and posting content, researching FB pages to follow and share via FB or newsletter, and monitoring usage.
- Provide support to individual trustees/hall managers to sign up to Facebook/the hall group
- Look for further opportunities to develop peer networking via the FB group

Peer to peer networking events

- Assist the Community Halls Adviser with the organisation and facilitation of networking events

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3. Administration and Organisation

Mailing lists/membership management

- Maintain/update stakeholder mailing lists to enable effective delivery of all communications
- Follow up on membership renewals (with Finance Officer) and collate feedback from non-renewers to feed into improving the membership offer

Event organisation and hall visits

- With the Finance Officer and the Community Halls Adviser, organise and attend the annual Village Hall Convention (October), Village Halls Week (January) and other events, including online training and presentations (using Eventbrite to set up bookings, and zoom).
- Plan itineraries for hall visits and accompany the Community Halls Adviser when needed

Community Halls Advisory Group

- Organise and attend quarterly Village Halls Advisory Group meetings, taking and circulating minutes

4. Marketing & promotion

- Arrange development and production of marketing materials for the Community Halls Service/membership eg postcard, membership leaflet, posters, video
- Proactively promote the activities of halls and the community halls service via social media (eg posts on the Rural Kent FB page, Twitter) and other channels.

5. Information gathering & research

- Carry out an annual hiring charge survey for village halls/updating charges from websites etc (with Finance Officer)
- Help put together short hall surveys using an appropriate online survey tool, eg Google Forms
- Research listings sites for hall hire to decide which can be recommended for use by halls
- Help to research options for a new village/community hall database/CRM system.
- Carry out other research relating to the running of community halls, as directed by the Community Halls Adviser.



6. Training/support for community halls

- Provide advice, support and training to halls on use of social media/websites to publicise their halls
- Provide support to halls to help them access online information and the Facebook group
- Provide training to community halls in other subject areas, eg health and safety, depending on postholder's knowledge and experience.

7. Monitoring

- Help set up systems for and collate monitoring data eg webstats, newsletter stats, queries, training feedback

8. Professional development

- Develop or build on knowledge relating to the safe and legal running of village and community halls, and the governance of village hall charities

9. Other duties

- Carry out any other duties relevant to the post, as directed by the Community Halls Adviser

NB This job description sets out the principal duties of the post. It may be amended from time to time in consultation with the post holder without change to the level of responsibility appropriate to the grading of the post.



PERSON SPECIFICATION: COMMUNITY HALLS INFORMATION & COMMUNICATIONS OFFICER

EXPERIENCE AND KNOWLEDGE	ESSENTIAL	DESIRABLE
Knowledge and experience of managing a community hall or working for a parish council with hall management responsibilities, or interest and willingness to learn	✓	
Knowledge/experience of health and safety, including fire safety, or willingness to learn	✓	
Experience of finding/writing content for and designing newsletters using mailchimp or similar software	✓	
Experience of using social media as a communication, networking and promotional tool	✓	
Experience of setting up and facilitating online zoom and in-person events	✓	
Experience of providing training in social media skills to adult learners		✓
Knowledge of devising and setting up short online surveys		✓
Experience of organising training events		✓
Knowledge of data protection and GDPR rules and consents		✓
SKILLS & ATTRIBUTES	ESSENTIAL	DESIRABLE
Excellent organisational skills and ability to prioritise own work and work to deadlines	✓	
Excellent written and oral communication skills	✓	
Ability to compile and present information & data	✓	
Attention to detail	✓	
Ability to form good relations with work colleagues, community hall trustees and parish councillors and clerks, external suppliers, and Rural Kent trustees	✓	
Proficient in the use of social media	✓	
Proficient in use of Wordpress or other web software/willingness to learn Wordpress	✓	
Proficient in the use of Microsoft Office (Word, Excel and PowerPoint)	✓	
GENERAL	ESSENTIAL	DESIRABLE
Commitment to and enthusiasm for community halls and appreciation of their important role in rural communities	✓	
Willingness to work flexibly when needed	✓	
Willingness/ability to work from home	✓	
Driving licence and car ownership or access (a mileage allowance is payable)	✓	

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How to apply

Please read the role description and person specification carefully and then complete the application form. You should try to show evidence of how you meet the criteria in the person specification, particularly the essential requirements. Selection for interview will be based on your application form, so please include everything you feel is relevant.

If you would like to have an informal conversation about the role before applying, please email Angela Milligan, Community Halls Adviser at angela.milligan@ruralkent.org.uk