

Job Description:

Job Title	Communications Assistant (Maternity Cover)
Reports To	Senior Communications and External Relations Officer
Responsible For	
Directorate	Comms, Marketing and Branding
Pay Grade	C
Full / Part Time	Full time
Hours Per Week	35
Core Benefits	BHSF platinum membership, pension scheme
Optional Benefits	

Role Purpose

As a key member of the Communications, Marketing and Branding Directorate, the Communications Assistant will support the delivery of high-quality, timely and engaging communications for BASW members, stakeholders and wider audiences.

Working closely with the Senior Communications & External Relations Officer, you will contribute to content creation, digital communications, external relations activity, member updates, website and CRM management, and campaign delivery as well as support for internal communications.

This role is ideal for someone at an early stage in their communications career who is proactive, organised, creative and passionate about social work and social justice.

Core Responsibilities:

1. Support Senior Communications and External Relations officer in the coordination and delivery of BASW's strategic campaigns for communications
2. Support the creation and scheduling of written, visual and multimedia content across BASW communication channels, including web, social media, newsletters and the member self-service portal.
3. Draft clear, engaging copy for various formats including articles, bulletins, infographics, email updates and social media posts.
4. Assist in planning and delivering communications that support BASW campaigns, policy updates, membership benefits and wider organisational priorities.
5. Update and maintain web content using BASW's content management system (CMS), ensuring accuracy, accessibility and relevance.

6. Support user-friendly web journeys by uploading content, reviewing pages, optimising layout and supporting best-practice digital standards
7. Assist with monitoring digital engagement and analytics for web and social content.
8. Support development and delivery of member and stakeholder email communications through the CRM system (Microsoft Dynamics).
9. Provide internal communications support by helping draft staff updates, intranet content, announcements and internal briefings in collaboration with the Senior Communications & External Relations Officer.
10. Assist with stakeholder mapping, record-keeping and data cleansing within CRM in line with GDPR requirements.
11. Schedule and monitor social media content using planning tools.
12. Produce simple graphics and visual content (using Canva/Adobe) to support posts.
13. Monitor social media trends, engagement and opportunities to strengthen BASW's online presence.
14. Contribute to the coordination and administration of campaign activities and external relations work.
15. Assist in preparing briefing materials, stakeholder updates, and content linked to policy, practice and research communications.
16. Collect and report basic analytics for communications activities, including email performance, social engagement and website data.
17. Undertake any additional duties reasonably required and appropriate to the role and grade.

Person Specification:

Criteria	Essential	Desirable	How Identified
Qualifications / Education			
Education to A-Level or equivalent experience	✓		Application Form / certificates
Relevant training or study in communications, PR, marketing, digital media	✓		Application Form / certificates
Experience			
Experience producing written content for digital channels	✓		Application Form / interview
Strong writing, proofreading and verbal communication skills	✓		Application Form / interview
Experience using social media platforms in a professional or volunteer capacity	✓		Application Form / interview
Experience maintaining web content via a CMS	✓		Application Form / interview
Basic understanding of digital communications, analytics, SEO or content planning tools	✓		Application Form
Skills / Knowledge / Abilities			
Good understanding of social media trends and best practice	✓		Application Form / interview
Ability to use creative design tools (Canva/Adobe)	✓		Application Form
Ability to learn and use CRM systems (Microsoft Dynamics)	✓		Application Form
understanding of internal communications best practice, staff engagement principles and effective organisational messaging.	✓		Application Form
Ability to use internal digital communication tools such as intranet platforms (SharePoint), staff bulletins, email systems and internal updates.	✓		Application Form
Personal Qualities			
Self motivated and comfortable in working remotely	✓		Application Form

Willing to attend meetings and events when required in the UK	✓		Interview
A genuine passion for supporting professionals and advancing the social work profession	✓		Interview
Proactive, organised and self-motivated	✓		Interview
Equal Opportunities			
Full commitment to promoting Equal Opportunities	✓		Interview
Health and Safety			
Full commitment to promoting the highest standards of Health & Safety performance	✓		Interview