



Centre for Counselling Addiction Support Alternatives

Registered Charity # 449

Substance Abuse Crisis Intervention Drop In Centre

Ground Floor President Kennedy Medical Centre,

Cr St. Leonards Avenue & Westbury Road, St. Michael.

Tel: (246)-427-5953 Fax: 228-3797 Email: casainfo@caribsurf.com

Website: www.casa.bb

Position Description for Charity Volunteer Trustee - Marketing, Communications & Public Relations

Overall Purpose of role

The Trustee will be responsible for supporting the charity's day to day marketing, communications and public relations activity across a range of its programmes. This will include generating innovative content and supporting the management of the Charity's website with news, events and downloadable content for users.

You will assist the Manager in delivering the marketing plans for the Charity and help our teams meet any communications targets set by their funders.

Key accountabilities

Devise and draft PR announcements and press releases on a regular basis and work effectively with media to get them placed.

Assist in the planning and promotion of our services including various campaigns and major events.

Liaise and maintain good links with other organisations as required, in particular those providing services in substance abuse.

Manage daily updates on our websites – adding innovative news items, events, downloadable resources.

Assist in collating information, and writing copy for the Charity's annual newsletter.

Input into the creation of a sustainable social media strategy for the Charity.

Act as spokesperson for the Charity where needed.

Undertake media monitoring, competitor monitoring and maintain press cutting folders and archive of all media coverage.

Deal with day to day, ad hoc queries and be a contact person for communications and press queries

Other

- Represent the Charity at Stakeholder events.
- Assist with the organising of external functions.
- Promote CASA's work, assisting with demonstrations and in fundraising and awareness events as appropriate.
- Perform any other reasonable task as required by CASA.

Skills/ Knowledge/ Expertise

- Good level of education, demonstrating capability in producing written content to a high quality. Comfort and confidence in working with data.
- Minimum 1-year experience in a marketing and communications/ public relations role.
- Excellent IT skills.
- Ability to effectively write, edit and copy for different audiences.
- Excellent attention to detail.
- An articulate and confident communicator

Desirable

- Ability to analyse data.
- Strong interpersonal, planning, negotiating, time management, administrative and organisational skills.
- Good presentation skills.
- Technical capability in using digital media equipment.
- Photography and editing skills (or a willingness to be trained up on these).
- Familiarity of working in the not for profit sector.

Personal Attributes

- Confident communicator who is perceptive to understanding needs/requests and able to action and prioritise these.
- Ability to work as a team player as well as autonomously.

Hours of Work

Negotiable.

Application

Centre for Counselling Addiction Support Alternatives.