



NORTH LANARKSHIRE CARERS TOGETHER (NLCT)
Carer Information & Communications Worker
25 Hour Post

Job Description

Hours:	25
Salary	£22,763 - £26,600 pro-rata (placement dependent on experience)
Term	Fixed term to 31 st March 2023 (continuation dependent on funding)
Responsible to:	The Development Manager

Purpose of Post

To work as part of the Carer Information & Engagement Team to deliver an overarching campaigning, information and carer representation service in North Lanarkshire. This new role will support the organisation in its direct contact with carers, partners and with a primary focus to promote its work through our website, social media platforms, e-bulletins and newsletters, supporting colleagues in the production of a range of resources including reports, flyers, and posters to help raise awareness of carers' issues, needs and rights. The post holder will also support the development of the organisations Client Relationship Management (CRM) system and provide a range of reports to support the wider work of the organisation.

Key Areas of Activity

The post holder will be responsible for:

1. Representing the organisation in a professional manner that is appropriate to the remit of this role and promoting and implementing the aims, objectives and commitment to carers of North Lanarkshire Carers Together.
2. Supporting the Board, Development Manager and wider team in developing and delivering communication plans to:
 - Increase NLCT's profile and public image
 - Engage with current carer members, partner organisations and broaden NLCT's membership.
 - Raise awareness of carers' rights and support the identification of unpaid carers within North Lanarkshire
 - Promote and support the development of NLCT's carer services within North Lanarkshire
3. Liaising with the organisations website provider ensuring NLCT's website is kept up-to-date with an engaging content.
4. Routine updating of social media content by monitoring key news items and information releases relevant to unpaid carers and summarising content and highlighting matters of interest to colleagues.
5. Contributing to the design and presentation of a range of digital and print resources including written reports, newsletters, e-bulletins, leaflets and flyers for unpaid carers and the wider partnership.
6. Supporting the Board and Management in the provision of detailed, accurate reports accessed via the organisations database and recording mechanisms.
7. Measuring and reporting on the impact of the organisations communication plans through digital analytics.
8. Supporting the Management Team in the development and maintenance of the organisation's CRM to ensure the provision of information to carers is maximised.
9. Maintaining and developing good relationships with carer organisations and the wider community and voluntary sector in North Lanarkshire to consider areas of partnership working in relation to the promotion of information and communications.

10. Participating in duties, meetings, and forums relating to the work of the post including supervision, staff team meetings, the duty system, and development sessions and undertaking training, as identified by the Development Manager and/or Board to support and develop your role.
11. Planning, managing and organising the workload in line with an agreed work plan which may include occasional evening and weekend work.
12. Complying with health and safety requirements.
13. Complying with data protection and confidentiality requirements.
14. Representing the organisation in a professional manner that is appropriate to the remit of this role.
15. Undertaking any other tasks that the Development Manager and/or Board may deem are appropriate to the role of Carer Information & Communications Worker.