

The Community Links Coordinator role

Volunteer position

Role specification

This role description outlines the key accountabilities of, and output required from, the post holder. It is not a definitive list and the role may well change and evolve with time.

Reports to

Centre Manager in local centre.

Staff responsible for

A Community Links Coordinator may want to recruit other volunteers to help them with some publicity tasks, such as leafleting and putting posters up.

Recommended salary

This can be a paid or volunteer position. Please refer to the Centre Budget document for recommended salary.

Context of the job

Christians Against Poverty runs a network of debt counselling community outreach centres throughout the UK, each one in partnership with a local church. Each of these centres is run by a Centre Manager, who is responsible for the work in that particular centre and the Debt Coach will work alongside them to help deliver that service.

Main purpose of the job

The purpose of a Community Links Coordinator is to publicise their CAP centre to potential referral agencies and press and media in their particular locality with a view to generating client referrals for their centre. To do this in such a way as it positively reflects the core values of the charity.

Minimum time commitment

A minimum time commitment of two hours per week is required but the ability to be flexible is important in order to respond to enquiries via phone and email and attend relevant meetings, as appropriate. The ability to make calls and attend appointments within office hours is required. Some weeks might require a greater time commitment than others.

Key accountabilities

All these aspects are covered in the Community Links Coordinator training and the extent to which a Community Links Coordinator is wholly responsible for these tasks is pre-determined by their Centre Manager and must be agreed by them.

1. To have an in-depth knowledge and understanding of the service CAP offers so to be able to answer questions about CAP or direct people elsewhere, as appropriate.
2. To make initial contact with people who work for potential referral agencies and seek to build positive working relationships with them.
3. To attend meetings with people who work for potential referral agencies with a view to promoting CAP's services in such a way that they feel confident recommending CAP to members of the community they work with.
4. To organise and do presentations about CAP to groups of people who are interested in finding out more about CAP's debt counselling service.



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5. To attend relevant local forums in order to promote CAP to other professionals and network to make positive connections with those people.
6. To make contact with local press and media with pre-written press releases, as instructed by Head Office.
7. To take part in local radio and/or TV interviews as appropriate.
8. To ensure CAP service information leaflets and posters are distributed across your local community as appropriate (including potential referrers and local community settings).

Person specification

Knowledge

A good level of general education including GCSE or O'level English.

Essential experience

Experience of your CAP centre. Either as a client or support worker or at least one full day (or two half days) shadowing of your Centre Manager on client visits.

Desirable experience

- Experience in sales or marketing.
- Experience doing presentations to groups of people.
- Experience working with the press or media.
- Administration experience.
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Skills/abilities

- Excellent verbal and written communication skills.
- Excellent interpersonal skills.
- Ability to win others over to your way of thinking and influence them in a friendly way.
- Ability to think on your feet when you don't know the answer to a difficult and awkward question.
- Able to work off your own initiative.
- Able to manage your own time.
- Able to prioritise tasks in order of importance.
- Good IT skills, confident using word and the internet.
- Good researching skills, able to find out information on local referral agencies and press and media.
- Good networking ability, able to make instant connections with people and follow those through to build positive relationships.
- Ability to handle challenging people and criticism.

Other

- Must be willing and able to attend one day's training at CAP head office in Bradford.
 - Must want to respect CAP's branding guidelines.
 - Must want to promote CAP only in the locality of their CAP centre or be willing to gain permission from the PR department at Head Office to promote CAP further afield
- The above job description is a guide to the work you may be required to undertake but may change to reflect circumstances.

IF YOU WOULD LIKE TO RECRUIT A COMMUNITY LINKS COORDINATOR FOR YOUR CAP DEBT CENTRE, PLEASE CONTACT NETWORK MANAGEMENT ADMIN SUPPORT TEAM FOR AN APPLICATION FORM: networkmanagement-support@capuk.org / 01274 761906