

Job description – Cobseo VPPP Communications Officer

Background

The Veterans' Places, Pathways and People (VPPP) programme is funded through the Veterans' Mental Health and Wellbeing Fund and is administered by the Armed Forces Covenant Fund Trust. It provides grants for the sustainable provision of places of safety and pathways of support across the United Kingdom. The programme has awarded ten grants of up to £900,000 to portfolios of projects, which will work regionally to develop locally better, more joined up lasting support for veterans with mental health needs.

One of Cobseo's development strands as a Strategic Lead in the VPPP Programme is the implementation of an effective communications strategy that is consistent and equitable across the whole programme and reflects the collaborative and cooperative nature of the VPPP and Cobseo. This communications work will support the Portfolio Leads and their projects to communicate their activity, both internally across the regions and the sector, and more widely to stakeholders and the public who have yet to connect with the sector. The VPPP Communications Officer will provide communications support to Portfolio Leads and projects across the sector and assist them to develop and deliver effective communications to reach beneficiaries who need support or comradeship and so contribute to the lasting legacy of the programme.

Purpose

The Cobseo VPPP Communications Officer will support the Head of Communications to promote the Veterans' Places, Pathways and People (VPPP) Portfolio Leads and their projects over the two-year duration of the project, broadening the local, regional, and national knowledge of services available to Veterans and how to access them leaving a legacy of upskilled, better-connected pathways to support.

Key Details

Reporting to: Head of Communications

Status: 18 hours per week (fixed term two year contract)

Salary: TBC £12,000 to £14,000 pa (£24-28K pro rata) depending on experience

Location: Homebased role with occasional travel UK-wide

Key Responsibilities

The post holder will, under the direction of the Head of Communications and in collaboration with Programme & Cluster Manager, promote the work of the Veterans' Places, Pathways and People (VPPP Project) Portfolio Leads and their projects.

The post-holder's key responsibilities will be:

- In collaboration with the Head of Communications to develop and deliver an effective communications strategy that is consistent and equitable across the whole of the VPPP programme
- Build strong relationships with all those in the Strategic Lead Group, Portfolio Leads, and Grant Holders
- Develop and write the VPPP Programme newsletter – initially every quarter – to share the latest news and events from across the VPPP Programme.
- Share the newsletter across all suitable social media channels, and with key stakeholders and audiences.
- Develop and maintain the dedicated VPPP Programme area on the Cobseo website ensuring that information is regularly updated.
- Work with the Programme and Cluster Manager to identify gaps within programmes that could benefit from communications advice and support.
- Develop a network of communications support across the VPPP Programme and act as the first point of contact for communications advice for Grant Holders who do not have dedicated communications staff members.
- Attend all relevant VPPP meetings alongside the Head of Communications and wider VPPP Cobseo team.
- Support the Head of Communications across all aspects of communications work as required.

Person Specification

Experience, Skills, and Knowledge

Essential:

- Excellent writing and copy-editing skills for a variety of channels and audiences.
- Extensive knowledge of website, social media, and newsletter content management and customer relationship management systems.
- Knowledge of evaluation tools including Google Analytics and Twitter Analytics.
- Ability to work collaboratively as part of a broader team, recognising the importance of integrated communications.
- Ability to develop productive, professional working relationships with internal colleagues, external stakeholders, and Members.
- Experience in uploading content to websites, newsletters, and other digital channels.
- Strong and effective communication skills, both verbal and written.
- A track record of delivering tasks and objectives on time without close supervision.
- Excellent interpersonal skills, able to establish good, collaborative relationships with colleagues, member organisations, and other key institutions.
- IT literate with high level proficiency in Microsoft Office.

Desirable:

- An empathy with and interest in the work of the Armed Forces Charity sector.
- Experience of working in the Charity sector.

- An understanding of a membership organisation and the needs of Members.

Personal Attributes:

- Excellent interpersonal skills and ability to adapt style of communication appropriate to the person/team/organisation they are dealing with.
- Approachable and confident.
- A team player.
- Self-starter, able to pick up and understand the requirements of a task quickly and the potential wider implications of the issue that may have to be handled.
- Accuracy and attention to detail.

Annex

- A. Additional Information.

About Cobseo

Cobseo is a membership organisation of c900 charities and organisations supporting the Armed Forces Community, which includes serving personnel, veterans, families and dependants. There are:

- 247 Full Members: charities ranging in size from the very large (Royal British Legion, SSAFA, Help for Heroes etc.) to much smaller local charities, all of whom have the same primary purpose is promote and further the welfare of the Armed Forces Community;
- 44 Associate Members: charities or organisations that make a significant contribution to the Armed Forces Community but have other beneficiaries also;
- 600 Association Branches: all are independently registered charities belonging to and represented by 4 Cobseo Members (TRBL Scotland; the Royal Air Force Association; the Royal Naval Association; and the Parachute Regiment).

It is a company limited by guarantee and its Objects are to represent, promote and further the interest of the Armed Forces Community by:

- Exchanging and coordinating information internally.
- Identifying issues of common concern and coordinating any necessary and appropriate action.
- Acting as a point of contact for external agencies to the members of Cobseo.
- Representing and supporting the needs and opinions of its member organisations, individually and collectively, at central & local government levels and with other national and international agencies.

Cobseo provides a direct interface between the needs and requirements of the Armed Forces Community with: Government, including local government and the Devolved Administrations; the Royal Household; statutory bodies; the Private Sector; and other Third Sector organisations. This enables Cobseo Members to interact with all interested parties, and to co-operate and collaborate with other Members in order to provide the best possible level of support to beneficiaries.

The core Cobseo team is small, consisting of: Executive Chairman; Director of Operations; Director of Governance Support*; Head of Membership & Finance; Head of Communications; Programme & Cluster Manager*; Project Officer*; and two support co-ordinators*. Those posts shown with * are funded either by a central OVA/MoD grant (to Apr 25) or by an Armed Forces Covenant Fund Trust grant (to Dec 24).

The Executive Committee consists of 17 Directors, each of whom is the Chief Executive of a member organisation, with 8 permanently appointed from the large charities and 9 elected by members for a tenure of three years and with three coming up for election each year.

In summary, Cobseo exists to encourage and facilitate greater co-operation and collaboration across the Service Charity sector and to engage and influence decision makers for the benefit of the welfare of the Armed Forces Community such that the lives of

beneficiaries are positively enhanced by the effectiveness, efficiency and delivery of support of military charities.

About the Veterans' Places, Pathways and People Programme

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The Trust has awarded ten portfolio grants that clearly demonstrated a proven ability to take a co-ordinated and informed approach across their country or region. Successful applicants ensured that there are connected pathways which work well for veterans; that there are safe places for veterans to go which connect into these pathways; and that volunteers and staff who support veterans have access to training and work closely with other organisations within veterans' mental health pathways.

Cobseo is one of four Strategic Leads in the VPPP Programme, a key strand in Cobseo's approach to its Strategic Lead role in the VPPP Programme is the development and implementation of a Veteran Mental Health Quality Awareness Standard (VMHQAS). This will provide a whole Sector approach to the quality assurance of, and improvement to, members' and grant holders' services where they are working with vulnerable Veterans.

Concurrently, Cobseo's VPPP Programme looks to build on Contact's work on the Common Assessment Framework (CAF) and other work streams to develop partnerships between health, social care and community and voluntary sectors.

Cobseo provide a single point of contact in the coordination of regional and sector needs through our engagement with the other sector leads and portfolio leads as part of the Strategic Lead Group. We encourage and promote collaborative effort amongst Members and grant recipients, whilst discouraging and reducing duplication in order to simplify the delivery of support to beneficiaries.