

Communications Officer

Job title: Communications Officer
Hours: 37.5 hours per week
Location: Head Office, London
Contract: Permanent
Reports to: Head of Communications and Marketing
Wider department: PR Manager, Media Relations Assistant, Marketing Officer, Communications Interns

Job purpose:

The Communications Officer is responsible for planning and delivering engaging, high quality communications to key audiences. They will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print. The post holder will support the planning and development of a new website as well as support internal communications plans.

Key responsibilities:

- Plan and create engaging, high quality content including video, photography and written family stories for use on and offline
- Develop content and manage a schedule for the monthly e newsletter and evaluate its effectiveness, making necessary improvements.
- Manage and plan the production of materials for the organisation's 'Home from Home' houses, ensuring all materials are consistent and on brand
- Build and maintain excellent working relationships with the 'Home from Home' house managers to help identify families who have been supported by the charity and gather their stories
- Produce content for internal communications, working with the PR Manager
- Working with the Head of Communications and Marketing, plan, develop and implement a new website
- Update the website on a regular basis with news and other content
- Build excellent working relationships with external suppliers such as designers, printers and photographers
- Edit and proof all content to ensure it is appropriately tailored for each audience group
- Responsible for the planning and coordination of our annual impact report
- Measure and evaluate communications activity based on objectives and KPIs
- Ensure the charity's database is used and kept up-to-date with relevant information on supporters and case studies
- Ensure media/photo consent forms are completed and filed
- Represent the organisation at agreed events
- Manage own performance to achieve personal objectives and support others in area/s of own

expertise when the need arises

Person specification

		Essential	Desirable
Experience	Demonstrable experience in communications environment.	✓	
	Experience of working in the voluntary sector		✓
	Experience of working effectively without close supervision, dealing with problems as they arise.	✓	
	Experience of managing own workload effectively and planning and organising work to meet deadlines.	✓	
	Experience of using social media platforms	✓	
	Experience of working with a range of stakeholders at different levels	✓	
	Experience of website development and CMS systems	✓	
	Experience of internal communication best practice		✓
Skills, abilities and personal attributes	Excellent written and oral communication skills	✓	
	Able to produce accurate work to a high standard at all times	✓	
	Uses initiative to perform tasks well and demonstrate pro-active thinking	✓	
	Ability to think creatively	✓	
	Able to prioritise workload and manage own time effectively to meet deadlines	✓	
	Able to develop positive working relationships with a range of people internally and externally.	✓	
	Able to work as part of a team	✓	
	Ability to develop and maintain sensitivity, respect and understanding of people linked with the organisation	✓	
Knowledge	Good knowledge of Microsoft Office software	✓	
	Knowledge of e marketing platforms		✓
	Good knowledge of social media channels and digital technologies		✓
Education/ Training	Educated to degree level or equivalent relevant experience	✓	

Other requirements	Commitment to working outside of normal office hours, at weekends and away from home when the job requires this.	✓	
	Able to keep thorough, accurate and up to date records.	✓	
	Willingness to take accountability for own actions in the delivery of objectives.	✓	
	Willingness to develop an understanding of health and disability issues.		✓
	Commitment to working within the principles of equal opportunities.	✓	
	Commitment to the charities mission and values	✓	