

# JOB DESCRIPTION

**JOB TITLE:** Communications Officer **DEPARTMENT** Fundraising and Communications

**REPORTS TO:** Fundraising and Communications Manager **REVIEW DATE** February 2022

**PLACE OF WORK:** Oak Tree Farm, Wetheral **HOURS** Full time (37.5hrs)

**We are looking for a self-motivated and talented Communications Officer to manage the day-to-day communications for the Charity. You will be in charge of producing and disseminating high-quality content that engages supporters and builds brand recognition.**

**Your main duties will include overseeing all social media and website content, supporting teams with online and off-line content creation, creating informative and timely press releases, articles and utilising appropriate media opportunities to share our Charity's brand, events and services. The ideal candidate will be an excellent communicator and networker, with brilliant presentation and organisational skills.**

## **Responsibilities:**

- Develop and implement effective communication strategies that build supporter loyalty, brand awareness, and customer satisfaction.
- Plan and manage the design, content, and production of all marketing materials, including, but not limited to, social media content, press releases, newsletters, education resources, and other charity materials.
- Increase the Charity's social media reach and productivity by creating daily relevant content to actively engage current supporters and attract new audiences.
- Work closely with the Fundraising and Business Managers to ensure marketing of all income-related activity helps maximise sales and fundraising income.
- Liaise closely with the Events Coordinator to ensure all online and onsite events are marketed to relevant audiences to maximise event participation and attendance.
- Liaise regularly with all departments to ensure coordination of consistency in communication of branding and vision.
- Coordinate and handle press enquiries whilst seeking appropriate opportunities to increase income and boost Oak Tree's reputation and presence, both online and otherwise.
- Design and maintain an internal communications system for the Charity across all sites.

# JOB DESCRIPTION

## You will also be expected to:

- Respond to all communication-related issues in a timely manner.
- Prepare regular detailed media activity reports.
- Respond to enquires made via our social media accounts, currently Facebook, Twitter and Instagram, and nurture these supporters.
- Oversee website content and update regularly, and respond to requests from other departments.
- Work with different departments across the whole Charity to generate new marketing ideas and strategies.
- Supervise projects to guarantee all content is publication-ready.
- Research, identify and liaise with printing suppliers to ensure best value for the Charity.
- Record and edit videos and podcasts for the Charity.

## Requirements:

- Bachelor's degree in communications, journalism, public relations or relevant field.
- A minimum of 2 years' experience in a similar role.
- Proven experience creating targeted content is advantageous.
- Strong knowledge of communication practices and techniques.
- Ability to use a variety of design and editing software.
- Outstanding written and verbal communication skills.
- Must be able to multitask and work well under pressure.
- Excellent organisational and leadership abilities.

## Carry out other key communication tasks as directed by the General Manager or Fundraising and Communications Manager

- Ensure that communications are logged and recorded on the Charity's database.
- Managing records and communications with clients appropriately ensuring confidentiality and in line with data protection guidelines.
- Communication with partners under the guidance of the Fundraising and Communications Manager and General Manager.

---

### 1. OTHER COMMENSURATE DUTIES

- To liaise closely with other departments and partner organisations to ensure good communication and positive and supportive relationships are maintained.
- Adhere to the Charity's animal policies and procedures and the HR policies set out in the staff handbook relating to staff discipline, contracts, terms of employment, health and safety and equal opportunities.
- Promote at all times the work and good name of the Charity and in so doing endeavour to ensure that the public are aware of the support needed to maintain and expand the work in caring for all animals in need.

# JOB DESCRIPTION

## Person Specification: Communications Officer

Essential Criteria	Recruitment Assessment Area
1. Min 2-year experience of working in the Communications sector	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
2. Excellent interpersonal and customer care skills and experience of managing internal and external relationships; ability to work as part of a small team	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
3. Tact and diplomacy when dealing with others with a proven ability to be empathetic and pragmatic in challenging situations both in person and through telephone and email	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
4. Excellent organisational and planning skills	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
5. Ability to work flexibly, pragmatically, autonomously and under pressure	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
6. Excellent presentation and communication skills	<ul style="list-style-type: none"> <li>• Interview</li> </ul>
7. An interest in animal welfare and the ability to communicate animal welfare messages effectively	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
8. The ability to prioritise sometimes conflicting tasks	<ul style="list-style-type: none"> <li>• Application</li> <li>• Interview</li> </ul>
9. To have exceptional IT skills especially Communication software, Microsoft Office and CRM systems	<ul style="list-style-type: none"> <li>• Application</li> </ul>
10. Experience of presenting to a wide range of audiences	<ul style="list-style-type: none"> <li>• Application</li> </ul>
Desirable Criteria	
1. Full UK Driving licence	<ul style="list-style-type: none"> <li>• Application</li> </ul>