

JOB DESCRIPTION

JOB TITLE:	Communications Officer	DEPARTMENT	Fundraising and Communications
REPORTS TO:	Communications Manager	REVIEW DATE	January 2024
PLACE OF WORK:	Oak Tree Farm, Wetheral	HOURS	Part-time (24hrs)

We are looking for a self-motivated and talented Communications Officer to assist with the day-to-day communications for the Charity. You will help with producing and disseminating high-quality content that engages supporters and builds brand recognition.

Your main duties will include running the social media and website, updating content, supporting teams with online and offline content creation, creating informative and timely, adverts, articles and digital content 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. Ideally, the successful candidate will possess design, videography, photography and editing experience.

Responsibilities:

- Design and create content and produce marketing materials, including, but not limited to, social media content, education resources, adverts 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.
- Liaise closely with all staff to ensure all online and printed content is marketed to appropriate audiences to maximise event participation and attendance.
- Liaise regularly with all departments to ensure coordination of consistency in the communication of branding and vision.
- Assist with the maintenance of internal communications and collateral systems for the Charity across all sites.

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You will also be expected to:

- Respond to all communication-related issues on time.
- Assist with the preparation of regular detailed media activity reports.
- Respond to enquiries made via our social media accounts, currently Facebook, Twitter and Instagram, and nurture these supporters.
- Assist with website content creation and update regularly and respond to requests from other departments.
- Work with different departments across the whole charity to generate new marketing ideas and projects.
- Supervise projects to guarantee all content is publication-ready.
- Research, identify and liaise with printing suppliers to ensure the best value for the charity.
- Record and edit videos and podcasts for the charity.

Requirements:

- Experience in communications, journalism, broadcast media, public relations or relevant field.
- 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 abilities.
- Refined photography and videography skills.

Carry out other key communication tasks as directed by the General Manager or 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 GDPR.
- Communication with partners under the guidance of the Fundraising and Communications Manager and Communications Team Leader.

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 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.

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Person Specification: Communications Assistant

Essential Criteria	Recruitment Assessment Area
1. Experience of working in the Communications sector	<ul style="list-style-type: none"> • Application • Interview
2. Excellent interpersonal and customer care skills and support internal and external relationships; ability to work as part of a team	<ul style="list-style-type: none"> • Application • Interview
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"> • Application • Interview
4. Excellent organisational and planning skills	<ul style="list-style-type: none"> • Application • Interview
5. Ability to work flexibly, pragmatically, autonomously and under pressure	<ul style="list-style-type: none"> • Application • Interview
6. Excellent presentation and communication skills	<ul style="list-style-type: none"> • Interview
7. An interest in animal welfare and the ability to communicate animal welfare messages effectively	<ul style="list-style-type: none"> • Application • Interview
8. The ability to prioritise sometimes conflicting tasks	<ul style="list-style-type: none"> • Application • Interview
9. To have exceptional IT skills especially communications and editing software, Microsoft Office and CRM systems	<ul style="list-style-type: none"> • Application • Interview
10. Experience of presenting to a wide range of audiences and relevant content creation	<ul style="list-style-type: none"> • Application
Desirable Criteria	
1. Full UK Driving licence	<ul style="list-style-type: none"> • Application