

Job Title: Communications Officer

Accountable to: Policy Manager

Salary: £25,000

Hours: 35 hours per week

JOB OBJECTIVES

The communications officer will play a key role in implementing our communications strategy, planning and delivering communications to key groups, such as supporters, policymakers, parliamentarians and the media. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online materials. They will also plan and implement communications and marketing campaigns to raise awareness of our work, while progressively improving organisational understanding of what works for different audiences.

KEY TASKS AND RESPONSIBILITIES

Press

- Proactively planning Revolving Doors media and political grids
- Briefing journalists on RDA's policy work
- Working with the Policy Director to find new ways to creatively promote Revolving Doors Agency policy and research
- Point of contact for all media enquiries including out of office hours
- Monitoring the news agenda and political sphere
- Tracking and recording coverage
- Drafting press releases and op eds

Digital

- Develop, manage and update content for website
- Developing and managing RDA's digital profile
- Plan and create multi-media communications materials

Communications

- Produce, edit and distribute updates and materials for external and internal audiences, dealing sensitively with those whose personal experiences might be featured
- Managing and developing e-bulletins

- Provide communications support for campaigns, report launches
- Help market and communicate events, such as seminars and conferences
- Provide creative, editorial and operational support for communications projects and report on progress
- Review material regularly, on the basis of feedback if possible
- Maintain library system for press coverage and report impact

Brand

- Ensure consistent branding is used
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials

General

- Prepare for and participate in supervision sessions and appraisals to ensure objectives and targets are met.
- Undertake any other duties compatible with the level and nature of the post as reasonably required by the chief executive
- Implement Revolving Doors' Equality & Diversity Policy in all functions of the post
- Implement Revolving Doors' Safeguarding policy in all functions of the post
- Carry out own administrative functions including filing and production of own correspondence and reports
- Ensure that files and recording systems are accurate and kept up-to-date.
- Willingness and ability to on occasion work outside normal office hours

Person specification

- Interest and enthusiasm for social policy and the work of RDA
- Demonstrable experience of production of a range of communications, ideally within the charity/social impact sector
- Enthusiastic, self-motivated and able to work well independently and as part of a tight-knit team to meet deadlines
- Excellent written and oral communication skills with the ability to write persuasively for different audiences
- Experience of working with the media
- A good degree, upper second class or above
- Experience of using managing and developing social media channels
- Good understanding of online marketing metrics and fluency with Google Analytics
- High proficiency with word processing, spreadsheet and presentation software packages (Microsoft Office) Experience using design software such as Illustrator, InDesign or Photoshop
- Impeccable verbal and written communication skills