

Job Description for Communications Officer

**Department:** Communications

**Reporting to:** Digital Communications Manager

**Hours of work:** 1.0 FTE
**Location:** Hybrid (two days in our London office)

# Role purpose

To support the development and delivery of effective communications across multiple channels and audiences, working collaboratively with a diverse communications team to promote the charity’s mission.

# Responsibilities

Support development of communications activities to raise awareness of Education Support and promote our services, campaigns, events and resources across all of our channels.

Support the Communications team to develop and implement compassionate, inclusive communications that promotes mental health awareness, reduces stigma, and support the charity’s mission.

Lead on social media planning, content creation and engagement to nurture and grow our audiences using our social media plan. Provide relevant analytics to help us test and learn.

Collaborate with teams across the charity to develop clear, consistent messaging across all channels.

Media and stakeholder monitoring and helping to spot opportunities for engagement.

Build and manage relationships with social media influencers to maximise their impact and reach.

Planning and implementing our engaging programme of webinars and events in collaboration with teams across the organisation.

Write and edit content for newsletters, websites, social media and online resources.

Develop and nurture relationships with key creative suppliers including designers, printers and editors.

Ensure communications adheres to our brand guidelines including tone of voice, visual identity and messaging.

Support digital activities as required including email comms, creating and updating website content etc.

**Person specification skills and attributes**

Experience managing social media platforms and leading on engagement strategies and campaigns.

Excellent written and verbal communication skills, with the ability to tailor messages for different audiences and in a range of formats for different channel.

Strong design and creative skills, with the ability to create engaging social media images and videos.

Attention to detail and strong proofreading/editing skills.

Keen to learn, develop existing skills and take the initiative to progress planned activity.

Flexible and able to adapt to the changing needs of the communications team.

Organised and able to manage multiple projects or deadlines.

A proactive, collaborative approach, with a willingness to work flexibly across teams and functions and with other stakeholders.

# Knowledge and experience

At least two years’ experience working in communications team.

Experience of producing and editing design files in Photoshop / InDesign / Canva.

Experience of creating and editing video content for social media.

Experience working on communications campaigns from concept, through to delivery and evaluation.

***Desirable***

Experience running events.

Experience of working on paid social media campaigns.

An interest of experience of the education or charity sector.

Knowledge or understanding of mental health and wellbeing issues.