Job Description

Job Title: Communications Officer

Reports to: Digital Communications Manager

Contract: Permanent

Hours of work: Full time (35 hours/week) – hybrid working

Salary: £34,000 per annum

The Communications Officer is a key role at RSPH, responsible for ensuring we create compelling content and have an engaging brand. This is an exciting chance to support the Communications team in sharing our work and delivering our mission.

You will have the opportunity to work across a range of different communications activities including design, brand, marketing, social media, digital and media to help us fulfil our mission of improving and protecting the health of the public.

Working as part of a small and collaborative communications team, the Communications Officer will work closely with colleagues across RSPH to ensure that we are engaging with key audiences to promote our educational services, membership and policy influencing work.

Key Responsibilities

- Support teams across the organisation to develop compelling written content across all of our external channels and membership communications.
- Provide support across the organisation with graphic design needs to help create visually engaging social media graphics, templates, infographics, flyers, and slides.
- Act as key point of contact on RSPH's visual identity, ensuring consistent use of our brand across all of our communications.
- Own our social media output, utilising text, graphics, audio and video, and contribute to website content
  Help develop communications plans for RSPH educational services, membership and policy projects, working closely with colleagues across RSPH to deliver them.
- Manage day-to-day enquiries from media partners and journalists.
- Support with identifying opportunities for print and broadcast media opportunities, blogs and opinion pieces to promote our work.
- Maintain media and stakeholder lists so RSPH can release timely and relevant news releases and communications.
- Work collaboratively across the organisation to help gather content and material that can help support our external communications.

- Draft and edit engaging, informative and timely copy for our newsletters and other corporate communications.
- Contribute to the ongoing monitoring and evaluation of our communications activity.

Key Skills and Experience

- Excellent copywriting skills with the ability to create compelling and engaging written content for various platforms and audiences.
- Experience using graphic design tools (e.g., Adobe Creative Suite or Canva) to create visually appealing materials such as social media graphics, templates, infographics, flyers, and slides.
- Experience of writing engaging copy for websites and social media
- Ability to develop and maintain a visual identity for an organisation, ensuring consistent brand representation across all communications.
- Ability to manage media enquiries and identify proactive opportunities for media coverage.
- Experience of using social media scheduling tools, content management systems for website maintenance and email marketing software.
- Proven ability to work collaboratively with different teams, gathering content and materials to support external communications activity.
- Strong organisation and time management skills, including ability to meet deadlines, work under pressure and manage multiple priorities.
- Ability to work independently as part of a small collaborative team.
- Excellent attention to detail with the ability to proofread work.

Desirable skills and experience

- Experience of creating video content for social media and websites
- Experience writing press releases
- Understanding of the charity sector and the issues that the RSPH works on.