
Job Title:	Communications Coordinator
Reports to:	Communications Manager
Location:	Hybrid (3 days per week in Shaw House, Oxford)
Contract:	Full time, permanent position (35 hrs per week)
Salary:	£28,000 – £30,000 (depending on experience)

About RABI

RABI is the charity at the heart of farming, providing expert mental health and wellbeing support, as well as financial, emotional and practical help to farming people in England, Wales and Northern Ireland.

Our team is based across England and Wales and work closely with their extensive regional networks of specialist partners, local authorities and support organisations. The charity's grants empower farming people to become financially resilient, and their expert mental health support builds emotional resilience to help farming people feel better equipped to tackle the many uncertainties and challenges that our farming communities face today.

Summary of the role and key purpose

We're looking for a Communications Coordinator to play a key role in supporting, delivering and monitoring RABI's communications and marketing activities. Working as part of RABI's growing communications team, the Communications Coordinator will take an active role in both communications and marketing across the organisation, providing support in areas including internal comms, social media, website development, email marketing, brand usage, advertising, media relations, public affairs, reporting and finance.

With support and oversight from the Communications Manager, this is an exciting role for a comms and marketing professional looking to further develop a wide range of communication skills and be part of a vibrant and ambitious communications team.

Key Responsibilities:

- Develop content for various RABI communication channels including newsletters, intranet and website.
- Assist the Communications Manager in building and maintaining relationships with media contacts.
- Support with the production of RABI News including collating content, proofreading and managing all mailing lists, both digital and postal.
- Help to create visually appealing and shareable content for RABI's social media platforms.
- Support the Digital Communications Manager with monitoring RABI's social media channels.
- Assist in the development and delivery of internal communication materials and announcements.
- Work closely with the Communications Manager, the Finance department and Senior Leadership Team to plan and generate content for the Trustee Annual Report.
- Assist the Multimedia Producer with photography and filming projects where required.
- Support the Digital Communications Manager with website updates including events and job adverts.
- Act as a brand steward, upholding brand and trademark standards and consistency, ensuring all staff understand the brand guidelines and offering support where needed.



- Act as the first point of reference for internal and external parties regarding the use of the RABI logo and brand. This will include management of the Brand Usage Register, answering queries and managing the brand usage agreement process.
- Provide internal staff with support and training in the use of the RABI brand.
- Assisting in communications campaign evaluations and wash-ups.
- Proof partner materials to ensure information is accurate and on brand.
- Liaise with the Finance department to raise purchase orders for suppliers.
- Manage the relationship with external suppliers including photographers, designers, web agencies and printers.
- Support with in-house requests for name badges, business cards, branded office collateral and translations.

Key Relationships:

Internal: Communications team and other relevant departments including Partnerships, Fundraising, Volunteering, Service Delivery, Finance and Operations.

External: External service providers, partners, and stakeholders in the agricultural sector, corporate environment and public affairs arena.

Person Specification:

Essential:

- Bachelor's degree in communications, Public Relations, Marketing or a related field.
- Proven experience in communications or a related role.
- Strong writing and editing skills with attention to detail and accuracy.
- Experience in managing social media platforms and scheduling tools.
- Ability to work independently, manage multiple tasks and meet deadlines.
- Excellent interpersonal skills and the ability to collaborate effectively with diverse stakeholders.

Desirable:

- Design experience in Canva and/or Adobe Creative Cloud.
- Experience of using SharePoint, Teams and Microsoft Planner.
- Experience in event coordination and media relations.
- Previous experience in a charitable or nonprofit organisation.
- Knowledge of the agricultural sector and farming communities.

This role profile is not exhaustive and is subject to review in conjunction with the post holder according to future developments at RABI.

Early applications are encouraged for this position as shortlisting and interviews will take place on a rolling basis. We reserve the right to close this advertisement early if we receive a suitable application prior to the deadline.

RABI is proud to be an equal opportunity employer and aims to ensure that all employment practices secure equality of opportunity and that no prospective or current employee receives less than favourable treatment at RABI as a result of their sex, sexual orientation, age, race, religion, belief, ethnic origin, disability, marital, or for any other reason which cannot be shown to be justifiable. Our recruitment process strives to ensure that individuals are selected only based on their relevant skills, experience, qualifications and abilities.