

Job Title:	Communications Officer
Reports to:	Communications Manager
Hours:	Fulltime – 35 hrs per week
Salary:	£36,750
Contract:	12 months with possibility of extension
Location:	Mixture of Remote and Office Working (Blackfriars, London) with occasional travel

About the role

It's an exciting time to join the Third Age Trust as we develop our member communications across the u3a movement and look to the future, continue to raise our profile, reach out to new communities, and encourage a continued growth in membership.

Reporting to the Communications Manager, this role will work closely with the Communications Officer already in post. You will support the team to deliver the Trust's strategic plan, enhance our digital offer and improve our liaison with the third party who deliver our member magazine.

A talented wordsmith, you'll know how to spot a good story and have proven skills at engaging audiences, both new and existing. You will bring ideas and energy to the role and have a track record of developing content that inspires across a broad range of channels including website, print, email and social. You'll understand the power of data and pay attention to user feedback and analytics to continually improve engagement.

About us

u3a is a UK-wide movement of locally run interest groups providing a wide range of engaging opportunities to come together and learn for fun. The Third Age Trust is the umbrella body which supports the 1,000+ u3as. The movement has around 400,000 members who explore new ideas, skills, and activities together, creating engaging programmes or simply meeting to share their knowledge and experiences.

The staff team is enthusiastic, hardworking and authentic. We work closely with the volunteers and members in the movement to achieve great things. We'd love you to help us do that.

If you are interested in this role, please complete the Application Form, Equal Opportunities Monitoring Form and send these with a cover letter by email to recruitment@u3a.org.uk

Deadline for applications: Monday 17 June at 5pm

Interviews planned for: Wednesday 26 June

Applicants will be notified if they have been shortlisted for interview by: Friday 21 June

Communications Officer Job Description

Principal duties and responsibilities

You may not have done all these things, but these are some of the areas you would cover in your role.

Content Creation

- Help to develop and deliver a broad mix of communications for the u3a movement guided by the aims of the Trust's strategy.
- Create compelling visual and written content tailored for our platforms, including the u3a website and our blog *Sources*, email, social media and assist with content editing and proof-reading.
- Work with the Communications Manager to ensure that the u3a brand and identity is used consistently across all communications. Ensure all content shares u3a's core messages, meets brand guidelines, accessibility standards and the needs of our audiences. Support u3as and members to use the u3a brand guidelines and assets on their own platforms and websites
- Ensure that all reports, publications and publicity materials have consistent brand and imagery which reflect our membership and prospective membership and the positivity and connection happening across the u3a movement
- Support the Press Officer with ideas and content for press releases and press campaigns

u3a Matters Magazine

- Support with the publication of our membership magazine *u3a matters* by working with the editor to develop and gather content and stories that showcase the wonderful things happening at u3as across the UK.
- Be the day to day contact between our staff team, our members and the u3a magazine editorial team. Manage an email inbox and respond in a timely and professional manner to all enquiries.
- Keep an eye on magazine deadline dates and work with staff to collate all content needed for magazine publication

Social Media

- Work with colleagues to develop and deliver content on the Trust's social media platforms (Facebook, Twitter, Instagram, LinkedIn, YouTube)
- Post content in line with the social media calendar
- Organise social media advertising campaigns when required – planning content, budget and the overall Facebook advert campaign strategy
- Support u3a members who require social media training and support

Additional

- Represent the Communications department on relevant committees/meetings when required.
- Assist other members of the wider staff team with communications advice and guidance when needed.
- Other tasks on an ad-hoc basis to deliver department projects.

Skills and Experience

This is not an exhaustive list but gives an idea of the skills and experience we hope you can bring to the role.

- Experience of working in a communications role, preferably within a charity or working with volunteers. We'd expect you to have 2 to 3 years' experience in a similar role.
- Proven experience of content and idea creation; finding inspiring stories to support the charity's key messages.
- Strong editorial skillset; demonstrate sound judgement in adapting copy for websites, emails and social media platforms; able to adapt tone to suit the audience.
- Digital Marketing skills across Facebook, X, Instagram, YouTube and LinkedIn. As we plan to grow our profile on LinkedIn, experience developing a Brand profile on this platform is desirable.
- Excellent communication skills; able to work effectively and connect with a wide variety of stakeholders – staff, Trustees, volunteers and our members.
- An understanding of the age agenda and an enthusiasm to change negative attitudes around age and promote positive ageing.
- Technical prowess. Knowledge and experience using IT platforms such as Adobe Suite, email marketing, website CMS and office 365. We use Mailchimp, Joomla, Kapwing and Rev, but understand skills can transfer from other similar platforms.
- Experience of Photo and Video creation and editing (Desirable)
- Experience of delivering communications to support fundraising (Desirable)
- Experience of Social Media reporting – interpreting and monitoring Google analytics. (Desirable)

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.