



Communications Officer (Remote)

Location: Home-based, with occasional travel to team away days and other events

Contract: Permanent

Salary: £25,000 FTE (3 days per week, which can be worked flexibly)

Reports to: Head of Digital Services

About Kidscape

Kidscape is an award-winning bullying prevention charity for children and their families. We offer practical help and advice to challenge bullying and protect young lives. Whether through our workshops, advice line or training, we know our work is effective and has significant impact on the lives of young people.

As our Communications Officer, you will play a key role in promoting our work to parents, teachers, young people and supporters. You will help us to expand our reach and make sure we are helping those who need us.

You will be joining a small, friendly team. We are also a family-friendly employer and support flexible working, so are open to discussing a working pattern that suits you.

Duties and responsibilities

- Creating and scheduling engaging content across social media channels, including Facebook, Instagram, X, TikTok and LinkedIn
- Producing regular reports on our social media analytics, working with the Head of Digital Services to adjust our content and strategy in line with the data
- Being active on Kidscape's social media accounts at flexible times, including some evening and occasional weekend work
- Working proactively to liaise with content creators, including Kidscape ambassadors and external experts in the field, to source new content
- Working with colleagues to provide communications and event support by creating content to promote events, including liaising with speakers and partner organisations
- Producing regular blogs and news articles for social media and the website
- Supporting with key campaigns in the Kidscape calendar, including Anti-Bullying Week
- Creating a monthly newsletter to be sent to schools, families and supporters
- Supporting the Head of Digital Services with the set-up of digital events
- Supporting the wider team as required

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

Person Specification

Essential:

- A degree in Communications or related discipline, or equivalent experience working in Communications
- Strong track record in producing social media content for multiple audiences across platforms
- Excellent written and verbal communication skills, including the ability to write for a variety of purposes and audiences
- Experience in Mailchimp or other email marketing platform
- Experience in social media analytics
- Excellent interpersonal skills, including the ability to build relationships with external stakeholders
- Enthusiasm and willingness to work in a small team in a fast-paced environment
- Ability to manage own time and workload effectively, with strong prioritisation and planning skills to capitalise on key events and opportunities
- A self-starter: reliable, committed, hands-on, and motivated
- Excellent IT skills, including demonstrable graphic design experience using Canva, Photoshop or other comparable image editing software; experience of Microsoft Outlook; and an ability to learn other platforms as appropriate
- A willingness to work flexibly, including some evenings and occasional weekend work
- Committed to diversity and inclusion
- An understanding of bullying behaviour and its impact on young people and their families, and an enthusiasm to expand your knowledge in this area

Desirable:

- Experience in Adobe Photoshop or Illustrator
- Experience of TikTok
- Experience of maintaining websites, particularly using WordPress

How to apply

To apply for this role, please send a CV and a one-page covering letter outlining how you meet the requirements of this role to recruitment@kidscape.org.uk by 9am on **Monday 12th February 2024**. Interviews will be held on **Thursday 15th February 2024**.

Other

Please note that a self-declaration form and DBS check will be required for this role.

Kidscape is committed to creating a diverse and inclusive workforce. Our team of people are passionate about challenging bullying and protecting young lives. If we are to grow, learn and reach the children and families that need us most, we must represent the broad communities we serve. We welcome and encourage diversity of background, culture, education, ethnicity, race, religion, disability or neurodiversity, sexual orientation, gender identity and expression, age and languages spoken.

If you have any questions about this role, please contact Bryony Glover, Head of Digital Services, for an informal chat: bryony@kidscape.org.uk