



Communications Officer

July 2024

About alcohol harm and Alcohol Change UK

Alcohol harm is widespread, serious - and completely avoidable.

Too many of us can fall into the trap of believing that alcohol harm is something limited to a small proportion of so-called 'alcoholics'. While there are, indeed, hundreds of thousands of people with a severe alcohol dependency who matter greatly, alcohol harm also affects many millions of people: whether through a diagnosis of cancer, an early death from liver disease, a deepening of mental health problems, a childhood scarred by a parent's drinking, or the street violence or domestic violence that can cause permanent injury and ongoing trauma.

In fact, over 10 million people are drinking at levels that are risking their health or affecting others. Alcohol harm costs our NHS at least £3.5bn and our police, courts and prisons at least another £4bn. All of us are currently affected by alcohol harm.

But alcohol harm is entirely avoidable.

Alcohol Change UK exists to eliminate the harm from alcohol and to help people across the UK to develop a positive relationship with alcohol. We:

- Campaign for better policies and regulation
- Work to create healthier drinking cultures
- Deliver cutting-edge behaviour change programmes to help people take control of their drinking before they require specialist treatment
- Collaborate with our friends across the diversity of specialist alcohol treatment to drive up access and impact
- Develop new knowledge to ensure that our work and the work of everyone who seeks to reduce alcohol harm is based on the best available evidence.

Our vision and mission

Our vision: A world free from alcohol harm.

Our mission: To significantly reduce serious alcohol harm in the UK.

Our values

Truthful: We seek and tell the truth.

Compassionate: We care deeply about everyone seriously harmed by alcohol, whoever they are.

Ambitious for change: We are optimistic and determined.

Marketing and Communications at Alcohol Change UK

This is an incredibly exciting time to be joining Alcohol Change UK. We are in the first year of our ambitious five-year strategy and have entered a period of significant growth which builds on existing success to deliver ambitious targets across the marketing of our flagship campaigns. We have a growing Communications and Marketing staff team to help deliver our vision.

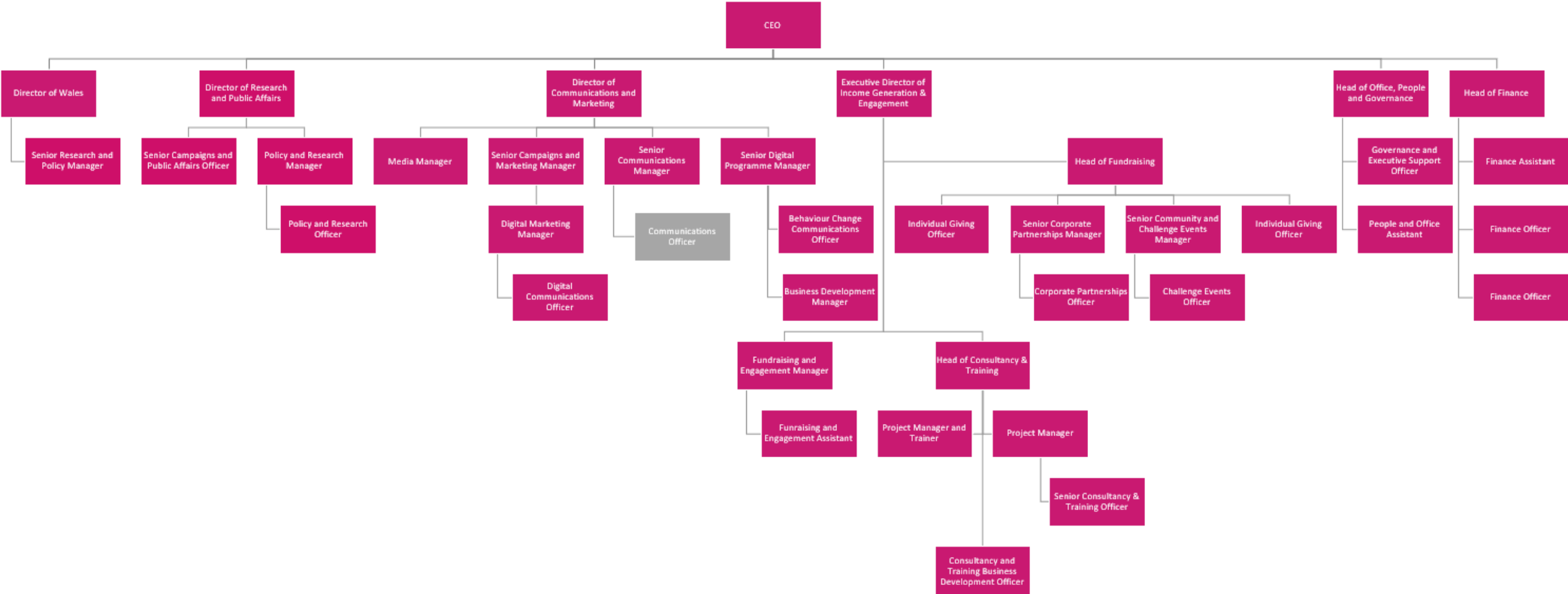
This role is key to ensuring that we are able to do that, providing excellent support and working with colleagues to create impactful messages which are consistent, clear and well-planned.

Reporting to the Senior Communications Manager and as a key member of a team, you'll have opportunities to get involved in and learn skills across the full marketing and communications mix.

Our Marketing and Communications Team is at the heart of Alcohol Change UK's impact and this role will help in supporting thousands of people to change their relationship with alcohol. You'll work to reach diverse audiences across multiple channels, helping to develop bespoke audience-centred messaging and content.

While we all work as 'one team' at the charity, in this role you will be part of our brilliant Marketing and Communications team. At Alcohol Change UK, our Marketing and Communications team explicitly drives impact. By that we mean that the team uses communications to actively reduce alcohol harm, not just to communicate the charity's work. Through our website, award-winning blog, dynamic social media, and our work with radio, TV and newspapers we reach millions of people every year, helping us all to think differently about the role of alcohol in our lives. Our behaviour change programme offers an extra level of support to people who may be struggling to change their drinking habits.

Where you'll fit in





Communications Officer

Role description, July 2024

Reports to: Senior Communications Manager

Direct reports: None

Location: Our well-equipped office is in King's Cross, London, WC1X 9NW. Staff are currently working in hybrid locations with a general requirement to meet colleagues once a week including a Communications team office day once a month, and an all-staff meeting in London five times a year, although we will always take into account personal circumstances.

Status: Permanent

Hours: Full-time

Salary: D1L: £31,437 - £34,659 (possibly more for an exceptional candidate), plus benefits

Role Summary

Our Communications Officer plays a key role in our central Communications team, working collaboratively with colleagues to create impactful messages which are consistent, clear and well-planned. Through this work, you'll support thousands of people across three key work programmes – Behaviour Change, Culture Shift and Information and Advice. You'll have a particular focus in supporting the Senior Communications Manager with messaging across emails, our website and other digital channels, and play a key role in developing content with people who want to share their own experiences of alcohol and alcohol harm. You will have responsibility for wider tasks across the team, including monitoring inboxes, creating reports and supporting colleagues flexibly, particularly during busier campaign periods.

Key Tasks and Responsibilities

Communications and content

1. Support the Senior Communications Manager to develop year-round content strategies and planning
2. Create clear copy for a range of channels (including website, emails, social media) which influences and motivates audiences to take action and support Alcohol Change UK's work
3. Ensure all communications are well-framed, on-message and fit with our brand guidelines
4. Lead on our monthly newsletter, developing, writing and scheduling on Mailchimp, and using reports and insights to think creatively about how to engage our audiences effectively
5. Play a coordinating role for the organisation's wider email communications, collaborating with colleagues from other departments to ensure regular engagement emails are on message, and on brand

Website maintenance and development

1. Create clear, well-written content for our website – particularly focusing on engaging Information and Advice content
2. Make regular updates to website content, and troubleshoot issues as they arise
3. Ensure ongoing implementation of our Search Engine Optimisation and accessibility best practices
4. Support the Senior Communications Manager with annual planning and implementation of improved user journeys and experiences
5. Act as a champion for the website, developing relationships with colleagues from across the organisation to support new projects, content and campaigns across the site

Enabling people to share their experiences

1. Empathetically and respectfully work with individuals to share their stories, creating a wide range of content (blogs, quotes and case studies) to be used flexibly across Alcohol Change UK's channels
2. Follow up leads for people who want to share their experiences publicly
3. Utilise our CRM system to manage relationships and coordinate content by themes
4. Support colleagues from all teams to include impactful personal experiences, bringing our content and campaigns to life

Team support

1. Monitor team inboxes including dryjanuary@ and contact@ ensuring great customer service and that all enquiries are dealt with in a timely fashion
2. Complete monthly team KPI reports, with a specific focus on email and website engagement data, providing analysis for optimisation throughout the year

3. As required, support the Behaviour Change team with Facebook Community Group monitoring, completing slots on the agreed team rota
4. Provide ad-hoc support to the Digital team with social media monitoring and responses as required

Cross-organisational Role

1. Work closely with colleagues across the Communications team and wider charity to support their work and to act as 'one team'
2. Contribute actively and positively to charity-wide strategies

Other Duties

1. Continually develop your knowledge of alcohol harm and solutions to it
2. Act as a positive ambassador for Alcohol Change UK at all times
3. Know, embrace and actively uphold the values of Alcohol Change UK at all times
4. Work flexible hours as necessary to meet the needs of the charity – time off in lieu will be earned for any work required outside of normal working hours

Support through campaign periods

The post holder will be expected to support the team with additional tasks through our busiest period from November-January. All members of the communications team are expected to work at times during the Christmas and New Year period, including bank holidays. A rota system is in place and Time of in Lieu is provided for additional hours worked.

Communications Officer

Person Specification, July 2024

Category	Essential	Desirable
Knowledge, Qualifications	<ul style="list-style-type: none"> • Knowledge of how written communications can motivate audiences to take action and/or support an organisation • Knowledge of how enabling individuals to share their personal experience of an issue can support audiences to take action, engage with a campaign or seek advice and information for themselves 	
Demonstrable experience of	<ul style="list-style-type: none"> • Creating and delivering impactful communications and content • Creating email communications and using MailChimp or similar to support an audience group • Creating content featuring personal experiences and stories • Handling public enquiries and responding to questions 	<ul style="list-style-type: none"> • Experience of using a content management system and/or customer relationship management (CRM) system • Monitoring and contributing to social media in a work environment
Skills and abilities	<ul style="list-style-type: none"> • Copywriting skills and the ability to adapt copy for a variety of audiences and channels • Excellent IT skills including Microsoft Office • Very strong attention to detail • Aptitude for delivering great customer service • Strong creative thinking • Strong interpersonal skills, including excellent listening and influencing skills • Empathy for others sharing personal, and sometimes upsetting, experiences • Ability to manage time and prioritise to meet deadlines in a fast-paced environment 	
Personal attributes and values	<ul style="list-style-type: none"> • Self-motivated, proactive and willing to take the initiative • Resilient with a positive, 'can do' outlook • High level of professionalism, hardworking, and willing to develop personally and professionally • Excellent attention to detail • High level of integrity • Excellent aptitude for team-working • Interest in the mission of Alcohol Change UK 	

Working at Alcohol Change UK

Hours of work	35 hours per week.
Flexibility	There are no fixed start and end times to the day. All staff can open/close the office. Flexibility We love flexibility. We currently offer flexible start and end times each day, around core hours of 10.00am to 3.00pm, with extra flexibility possible by arrangement, for example for childcare arrangements. Time off in lieu is provided where staff work significant extra hours or weekends. All staff can be required to work additional hours over Christmas and New Year to manage the Dry January® campaign and this post will have particularly heavy requirements over the period early November to mid-February.
Place of work	Our modern and well-equipped office is located at 27 Swinton Street, Kings Cross, London, WC1X 9NW. We encourage staff to work where they wish, at home or in the office, within the limits of the role and taking into account their personal circumstances. There will be expectations for this role to attend the office approximately once a week. We encourage team members to meet face-to-face with colleagues at least once a week to ensure good team relationships and we require attendance at all staff away days (currently five times a year).
Working culture	We are a small, friendly team but we think big: we're highly professional and we're ambitious to reduce alcohol harm for as many people as possible, as rapidly as we can. We work together, as one team, and are supportive of each other. We encourage a culture of 'experiment, fail, learn, and experiment again' and actively encourage team members to speak out if they see something that can be changed or improved. We have frequent team meetings, away days and informal socials. We are an anti-racist organisation and welcome applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other form of societal discrimination.
Development	There is a healthy budget for training and development and staff are strongly encouraged to make use of opportunities to stay at the cutting edge of their field, to learn new skills and knowledge, and to gain new experiences.
Holiday	33 days holiday, rising to 36 days after 3 years' service and 38 days after 5 years' service. We also offer the ability to buy or sell annual leave.
Pension	Excellent employers' contribution of 6% towards your pension scheme, with a salary sacrifice scheme option. Staff must contribute at least 2% to their pension (subject to statutory pensions rules) to receive the employers' contribution, or may choose to opt out.
Life Assurance	We offer Group Life Assurance equivalent to the value of three times gross annual salary.
Employee Assistance Programme	We offer confidential support 24 hours a day, 7 day a week for employees covering a huge range of areas, including legal support, relationships advice, health and wellbeing, etc.
IT	Our IT is up-to-date. Remote working is well-supported on work-provided devices
Probation and notice	Most posts have a six-month probationary period, during which the notice period is one week. Probationary periods may be extended if necessary. After successful completion of the probationary period, the notice period rises to one, three or six months, depending on the seniority of the role. This role will have a six-week notice period rising by a week a year after two years in post up to a max of twelve weeks

How to apply

We encourage applications from people who meet most but not all of our essential criteria. And we encourage applications from people who have been disabled by society, are from minoritised groups, have personal experience of alcohol harm or have experienced any other forms of societal discrimination.

Any questions?

If you have any questions about the role or would like an informal discussion about the role, you are welcome to email us at jobs@alcoholchange.org.uk.

How to apply

- Use our online form here: <https://app.beapplied.com/apply/aqzotfmyaq>
- Upload your CV (max 3 pages, listing two referees) to this online form in MS Word, Google doc, or Adobe .pdf format (no image files please).

We only accept applications on our own application form and will not accept applications in any other way. For example, cover letters emailed to us will be discarded. If your access requirements mean that you are unable to use the online version of the application form, please contact us on jobs@alcoholchange.org.uk and we will supply the form in another format.

Deadline for us to receive your application: *Strictly midnight, Monday 12 August 2024.* The online application form gives a date and time stamp to all applications.

We will aim to get back to you by: *Thursday 15 August 2024.* All applicants will receive a response.

Interviews: *Tuesday 20 and Wednesday 21 August 2024* (please save this date!)