

Job Title:	Communications Officer
Department:	Strategy and Communication
Location:	London
Reports to:	Communication & PR Manager
Line Management Responsibility:	None
Budgetary Responsibility:	None
Child Safeguarding level:	<p>We are committed to the safeguarding and protection of children and vulnerable people in our work. We will do everything possible to ensure that only those who are suitable to work with children and vulnerable people are recruited to work for us.</p> <p>Therefore, this post is subject to a range of vetting checks including a criminal records disclosure, DBS, or in the event that the employee is not a UK resident, a check to its equivalent in the current residing country will be required.</p>

Job Purpose:

The Communications Officer plays a key role in executing the organisation’s communication strategy. This role involves creating and managing content for various platforms, supporting media relations, and contributing to the overall communication campaigns and public relations efforts. The Communications Officer will work closely with other team members and the marketing team to ensure that all communication activities are aligned with the organisation’s strategic goals and effectively engage target audiences.

Key Accountabilities:

Content Creation and Management:

1. Create engaging content for the organisation’s communication platforms ensuring that all content aligns with the organisation’s messaging and brand guidelines.
2. Collaborate with the marketing team to engage followers and improve reach.
3. Manage the collation, storage and dissemination of the organisation’s digital archives in line with established guidelines and operational requirements.
4. Collaborate with external vendors and agencies to produce high-quality campaign content.

External Relations Support:

5. Draft press materials that align with the organisation’s messaging.
6. Prepare stakeholder media summaries and reports on the organisation’s media coverage and its key issues.
7. Maintain a database of media contacts that can be used to strengthen stakeholder management.
8. Execute public relations campaigns that raise awareness of the organisation’s work and engage key audiences.

9. Collaborate with stakeholders in the delivery of public-facing activities as part of the communication strategy.
10. Prepare communication materials for key audiences that platform the organisations work, are engaging and pull in strategic direction.

Internal Communications:

11. Organise internal events that strengthen strategic messaging and embed new strategic directions.
12. Produce and distribute internal communication materials to keep staff informed and engaged.
13. Standardise internal communication resources that streamline effective departmental and cross departmental communication and build brand/strategy alignment.

Monitoring and Reporting:

14. Report on the performance of communication activities using data and insights to inform future communication strategies and activities.

Other Responsibilities:

15. Ensure all records are maintained and stored appropriately in line with Muslim Aid's document management and IT policies.
16. Comply with all organisational policies, procedures, legal, and regulatory requirements.
17. Perform any other duties commensurate with the accountabilities of the post.

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Person Specification		
	Essential / Desirable	Assessment Stage
Qualifications:		
Bachelor's degree in Communications, Journalism, Marketing, Public Relations, or a related field.	Essential	Application
Additional training in digital media or social media management is a plus	Desirable	Application
Experience & Knowledge:		
Experience in a communications role, preferably within an INGO or nonprofit organisation.	Essential	Application and Interview
Demonstrated experience in content creation, social media management, and media relations.	Essential	Application and Interview
Skills & Abilities:		
Strong writing, editing, and proofreading skills, with the ability to create content for different platforms and audiences.	Essential	Application and Interview
Proficiency in social media platforms, content management systems, and graphic design tools.	Essential	Application and Interview
Ability to work independently and as part of a team, with excellent time management and organisational skills.	Essential	Application and Interview
Creative thinker with a passion for storytelling and engagement.	Essential	Application and Interview
Detail-oriented and organised, with the ability to manage multiple projects simultaneously.	Essential	Application and Interview
Adaptable and flexible, with the ability to thrive in a fast-paced, dynamic work environment.	Essential	Application and Interview
Commitments:		
Commitment to Muslim Aid's mission, visions and values	Essential	
Commitment to Muslim Aid's ethos	Essential	
Commitment to equality of opportunity and diversity	Essential	
Commitment to Muslim Aid's Global Safeguarding Policy	Essential	

You will display the competencies below:	
Competencies	Definition
Team working	Co-operates with and respect colleagues to exceed up and beyond individual efforts.
Communication	The ability to listen, express and communicate information effectively.
Performance Management	Delivery of organisation objectives through effective setting of SMART personal goals and team goals.
Results Focused	Getting the job done in an efficient way through effective time, task and financial management.
Leadership	Inspiring, supporting and developing others to achieve outstanding levels of performance.
Innovation & Continuous Improvement	Constantly seeking to improve the way business is done through analysis, creativity, problem solving and change initiatives.

Please signify your acceptance of this job description by signing below and returning a copy to HR					
Employee Signature:		Employee Name:		Date:	
Line Manager Signature:		Line Manager Name:		Date:	