



Recruitment information

Role: Communications Officer

Employer: Sex Education Forum

Hours: Part time 0.9FTE (31.5 hours per week)

Pay: £33,000 per annum for 1.0 FTE

Contract: 12-month fixed term contract

Location: Remote working (within UK) and occasional travel.

Annual leave: 38 days per year including bank holidays for 1.0FTE

Key dates

Application deadline: Tuesday 13 October – Midnight

Interviews: Friday 23 October, online (first round)

Job Description

Story telling

- Develop and deliver impactful communication plans to support both ongoing initiatives and specific projects.
- Support improved public understanding of SEF's work and the wider relationships and sex education (RSE) landscape.
- Work closely with case studies (including young people and professionals who work with young people) to support them in communicating their RSE messages, through a range of platforms and formats such as blogs, SEF events and the media.

External and digital communications

- Develop a social media strategy for SEF.
- Plan and create engaging social media content, building effective collaborations externally and supporting colleagues and stakeholders to contribute to this.
- Support the production of accessible resources and reports by providing visually appealing design, branding and formatting and accurate editing using tools including Canva and video editing software, working with colleagues as appropriate.

Media and PR

- Effectively manage proactive and reactive PR and media coverage, including the annual SEF Young People's RSE Poll through providing support for the annual launch and year-round evergreen content, building relationships with journalists, relevant media outlets and external agencies as appropriate to support this.
- Be the first point of contact for media enquiries, supporting the CEO in the handling of media interest.
- Draft press releases, media responses and opinion pieces.

Marketing and brand management

- Plan and coordinate all marketing and external communications activities across the team, including designing and implementing an annual cycle of marketing activities to secure sales for existing and new traded income products including training and membership, and to maximise attendance at member events.
- Use software including SEFs CRM and Mailchimp to manage contacts, send targeted messages and track audience engagement.
- Monitor and evaluate the effectiveness of marketing and communication activities.
- Lead on the updating and use of cohesive house branding and tone of voice, internally and externally.
- Support the increase in awareness of SEF's brand and income generation.

Website

- Review, develop and maintain the Sex Education Forum website as an effective communication tool to serve the organisations five-year strategy.

Culture and values

- Contribute proactively to the implementation of SEF's vision for equity, diversity and inclusion (EDI).
- Model a commitment to staff learning and development.
- Prioritise the safeguarding of young people and adhere to SEF safeguarding practice.
- Apply data protection principles knowledgeably and meticulously.
- Carry out other duties as reasonable and relevant to the level of the post.

Person specification

Essential criteria

We are seeking someone with an enthusiastic belief in the objectives and values of the Sex Education Forum who is ready to apply their proven communication skills and experience to communicating about relationships and sex education (RSE) in ways that include and involve young people, implementing SEF's vision for equity, diversity, and inclusion.

The communications skills we are looking for are as follows:

- Proven experience in implementing communications strategies, using story-telling and deploying sensitively crafted messaging on social issues, with demonstrable measurable impact.

- Proven experience of implementing successful marketing strategies and generating sales income in support of a non-profit.
- Highly organised; practised in the use of forward planning tools, coordinating inputs from other people, as well as managing immediate competing priorities.
- Excellent copywriting and design skills — able to write compellingly for diverse audiences including professionals such as teachers or social workers, and the public.
- Accurate use of written language, confident in reviewing and editing own and others' writing.
- Strong digital skills across social media, website, email marketing (Mailchimp) and analytics, with proficiency in creative tools such as Canva.
- Up-to-date knowledge of compliance requirements for GDPR, data protection and image consent and experience of how these apply in practice.
- Experience working with traditional media — identifying opportunities, placing stories, recognising and mitigating risks and supporting spokespeople.
- Strong interpersonal skills including experience of stakeholder management and able to utilise professional networks.
- Ability to communicate with, consult and support young people and to ensure that youth voice is woven into communication outputs.
- Awareness of and responsiveness to the changing external policy and media environment relevant to RSE themes, young people, and relevant social issues.
- Commitment to learning and remaining up-to-date with the charity communications environment.

Desirable criteria

- Experience working within the voluntary sector or a membership organisation
- Experience in brand management
- Knowledge around education policy, youth health and issues affecting children and families

Benefits

Flexible working: The role is offered at 0.9FTE. We work a 35 hour week for 1.0FTE, which is 31.5 hours for this part-time role. We offer flexible working, so whilst the hours should be carried out during business hours, spread over the week this can include a working pattern such as working 9 days out of 10.

Annual leave: We offer a generous allowance of 38 days leave per year including bank holidays (for 1.0FTE). We offer flexibility to swap some bank holidays for leave at other times.

Working from home and feeling connected: The post-holder will join a staff team who work from home in different locations across England. We have a friendly and supportive culture enabling us to work positively together online, and we meet as a team in person at least three times a year. We encourage staff to access relevant training and networks as part of continuing professional development.