

## JOB DESCRIPTION: Senior Communications Officer



# Senior Communications Officer

<b>Location</b>	Remote with occasional travel
<b>Salary</b>	£34,200
<b>Reports to</b>	Communications Manager
<b>Length of contract</b>	37 hours per week, permanent contract.

### MAIN PURPOSE OF POST

Directly reporting to the Communications Manager, the post-holder will take the lead on generating creative, engaging content and ideas for Women's Aid communications – including major campaign moments and brand awareness. Working across all external channels, including traditional media and social media, you will curate compelling stories that build our profile and target key audiences in our mission to keep women and children safe from domestic abuse.

### DUTIES AND KEY RESPONSIBILITIES

- To be the key communications officer representing the communications team, developing the key messaging of external campaigns, brand-building and communications for the organisation and developing public awareness of these.
- To lead on planning, drafting and implementing a communications plan for Women's Aid key communications campaigns such as International Women's Day, 16 Days, as well as wider organisational projects, incorporating press and social media and providing media support as required.
- To develop relevant media and social media contacts, as well as contacts in the sector, to maximise the reach and coverage of key communications campaigns as well as wider organisational projects.
- To work with colleagues to ensure the campaigns take an intersectional approach and centres the most marginalised voices.
- To work with a diverse range of survivor case studies and media spokespeople, including Women's Aid member organisations, and to ensure they are treated in an appropriate and safe manner.
- To help identify both proactive and reactive media opportunities.
- To write blogs, news articles and promotional copy for Women's Aid.
- To proof and typeset publications as required.
- To be part of the communications team out-of-hours on call rota for media calls.
- To line manage the Junior Communications Officer

## General Responsibilities

- To maintain clear and adequate records of work completed; and to produce reports on work programmes and activities as required by management.
- To contribute to team meetings and organisational priorities, to prepare and participate in supervision and appraisal meetings as required.
- To take direction on projects and priorities from your line manager, this may vary from time to time.
- To carry out word-processing, filing, and administrative tasks necessary to comply with the job description, including taking and disseminating minutes of meetings, both external and internal as required.
- To assist in the organisation of meetings, conferences or events organised by Women's Aid, if required.
- To provide support and assistance to the Communications Team and Women's Aid's CEO as necessary.
- To abide by all organisational policies, codes of conduct and practices, and to work within a framework of equal opportunities and anti-discriminatory practice.
- To be flexible within the broad remit of the post.

## Other

- This job may involve occasional unsocial hours and travel throughout England.

## PERSON SPECIFICATION:

### EXPERIENCE

#### Essential:

- At least two years experience working in communications/journalism/publications or similar.
- Experience of liaising with a variety of individuals and organisations of all seniorities, internally and externally.
- Experience of maintaining systems for information storage and retrieval.
- Experience of online communications/websites/social media, including Content Management Systems.
- Experience delivering public-facing campaigns with a range of stakeholders.
- Working with a mix of proactive and reactive communications objectives.
- Experience in getting effective PR results.
- Experience of using a range of computer packages, particularly Microsoft Office packages.

#### Desirable:

- Experience of developing systems for information storage.

## SKILLS & ABILITIES

**Essential:**

- A wide range of communications skills, including written and verbal, with the ability to adapt by output channel.
- Ability to produce high quality written material, for copy writing, copy editing and publicity materials, posters and press releases.
- Capable of translating complex information into audience-friendly messages.
- Ability to carry out a range of research and information-gathering activities.
- Ability to provide a friendly and efficient service to a wide range of individuals and organisations and to maintain and develop positive relationships.
- IT skills, including accurate data inputting skills, ability to use Microsoft programmes, understanding of Content Management Systems and troubleshooting simple website problems, and willingness to learn new packages and IT skills as required.
- Ability to communicate sensitively with survivors of domestic violence to discuss case studies.
- Ability to work on own initiative and prioritise work, work to tight deadlines and respond to urgent unplanned demands.
- Ability to think both logically and creatively.
- Ability to learn on the job.

**Desirable**

- Experience of Adobe Creative Suite or similar desktop publishing programmes used to create documents and web banners.

**KNOWLEDGE****Essential:**

- An understanding of the essential requirement to maintain confidentiality in all areas of work.
- A basic understanding of, and sensitivity to, the issues relating to domestic abuse, including the nature of domestic abuse and its impact on women and children.
- An understanding of the principles and practices of marketing.
- An understanding of public affairs and the role that campaigning plays.

**EDUCATION/TRAINING**

- No formal qualifications required.

**OTHER REQUIREMENTS****Essential:**

- Able to demonstrate a commitment and sensitivity of the aims and objectives of Women's Aid;
- Commitment to anti-discriminatory practice and equal opportunities;
- Willingness to work occasional unsocial hours as required.

## SUMMARY OF TERMS AND CONDITIONS OF EMPLOYMENT

**Terms of appointment:** Confirmation of appointment will be subject to the satisfactory completion of a probationary period. This will normally be of six months (less for short term contracts). During this time an employee will be expected to establish their suitability for the post. During the probationary period employment may be terminated in writing, giving one week's notice by either party (this may be waived by mutual agreement). Only any statutory dismissal procedure will apply during the probationary period. There is no probationary period for contracts of under 3 months.

**Salary:** £34,200. Salary is paid in arrears through bank credit by the 25<sup>th</sup> of each month. Part time staff receive pro-rata payment based on hours worked.

**Working hours:** The standard working hours for this post are 37 hours per week; benefits include a generous bank holiday and annual leave package and contributory pension scheme.

**Support and supervision:** Women's Aid has a commitment to providing regular supervision and support to staff with annual appraisals forming a key part of staff development. We have a training policy in place and encourage staff to take an active role in their career development plan.

**Pension:** Women's Aid is enrolled with the People's Pension scheme. Women's Aid normally contributes 7% of salary and the employee contributes 3% towards the group pension scheme. Eligible staff will be automatically enrolled on the scheme when they have successfully completed the 3 month interim probationary review. .

**Annual Leave:** Women's Aid offers an annual leave entitlement of 25 days per year rising by one day per year until 30 days annual leave per year is reached. In addition, we offer 8 days public holidays plus 2 additional days in March and August. All leave entitlement is calculated pro-rata for part time employees.

**Other leave:** Employees have contractual rights to time off for reasons of sickness, maternity and other circumstances.

**Period of notice:** 1 month after your probationary period has been completed.

**Union:** You have a right to membership of a trade union. Women's Aid recognises Unison.

**Asylum and Immigration Act 1996:** To confirm your right to work in the UK, Women's Aid will need to see the original of at least one document from a specified list (available on the gov.uk website). Most commonly this is a British Passport.

Additional information is available on request.