



Job Role Profile – Comms Executive

As **Comms Executive**, you will play a crucial role in shaping both our external and internal communication strategies. Working alongside the Head of Comms, you will craft engaging content, manage our digital presence, and foster strong relationships with media outlets. Your work will help us connect with key stakeholders, including donors, clients, partners, team members and the general public, ensuring our message of compassion and support reaches those who need it most.

Key Responsibilities:

Content Creation

- Develop impactful content for press releases, newsletters, blogs, website copy, and social media that increase awareness of our mission.
- Ensure all content aligns with our empathetic tone and messaging guidelines.

Social Media and Digital Presence

- Actively manage and update our social media channels, responding to feedback and fostering a positive online community.

Internal Communications

- Keep our team and trustees informed about key updates, aligning internal messaging with our broader mission.
- Support internal updates and event coordination to maintain strong team engagement.

Media Relations

- Collaborate with the communications team to plan PR campaigns that highlight our impact.
- Build and maintain relationships with journalists and media outlets, ensuring empathetic representation of our charity.

Event Support

- Assist in promoting events and campaigns, creating materials that inspire and inform.
- Support logistics and coordination at events, providing a welcoming atmosphere for participants.

Stakeholder Engagement

- Ensure our stakeholders, including donors, clients, and team members, feel valued through consistent communication.
- Draft updates and reports reflecting our shared successes and ongoing efforts.

Brand and Reputation Management

- Safeguard Fuel Bank's brand identity, ensuring all communications reflect our values of empathy and support.
- Monitor public forums and social media, addressing concerns with care and maintaining a positive reputation.

Administrative Support

- Assist with scheduling, tracking communications activities, and preparing briefing documents for leadership.

Qualifications, Skills & Experience:

Education: Degree in Marketing, Public Relations, Journalism, or related fields would be preferable.

Work Experience: 1-3 years in a communications, marketing, or PR role, ideally within the charity or public sector.

Technical Skills:

Proficiency in Microsoft Office, WordPress, and social media management tools (e.g., Hootsuite). Experience with design tools like Canva and Adobe Creative Suite is a plus.

Communication Skills: Excellent written and verbal skills, with an ability to connect with diverse audiences.

Attention to Detail: Strong proofreading skills to ensure high-quality communications.

Project Management: Ability to manage multiple tasks and meet deadlines.

Creativity: A flair for developing engaging content and new campaign ideas.

Personal Attributes:

Empathetic and Compassionate: A genuine passion for helping others and sharing impactful stories.

Proactive and Adaptable: Eager to take initiative in a dynamic environment.

Cultural Awareness: Sensitive to diverse audiences and able to engage effectively with various stakeholders.