



Communications Officer

Hours	Full Time (35 per week)
Salary	£30,867
Contract	Permanent
Reports to	Campaigns and Policy Manager
Location	White Ribbon UK Office, West Yorkshire. We are operating a hybrid model homeworking/ office working, with a minimum of 2 days per week in the office. Able to travel to meet with colleagues and attend events, anywhere in England or Wales.

About White Ribbon UK

White Ribbon is the leading organisation in the UK working to prevent men's violence against women and girls. Our mission is to prevent men's violence against women through addressing its root causes, harmful gender norms. We do this by engaging men and boys directly and through organisations, so they understand the scale of the problem, and become part of the solution as allies alongside women and girls.

This is an exciting time to join White Ribbon as our work and profile has grown significantly over recent years as the importance of engaging men in ending violence has become more apparent. We have an increasing public presence, through campaigning activities, media and online.

You will be working closely with the Campaigns and Policy Manager to communicate our policy aims and campaigns. Supporting the Business Development Manager to promote our work with organisations is an essential part of the role. We work together across departments to maximise opportunities and ensure we are effectively supporting our key stakeholders. This is a fast-paced environment where you can use your initiative to help shape the delivery of White Ribbon communications and support the delivery of projects from inception to completion.

Key Duties & Responsibilities

- Contribute to the development, and support the delivery, of the White Ribbon communications strategy.
- Work effectively across the organisation and cross-departmentally to ensure communications are well-informed and managed with a clear process to delivery.

- Maintain the White Ribbon UK website ensuring it is fit for purpose, up to date, relevant and engaging.
- Plan, design, schedule and evaluate digital content including social media to drive engagement and increase message reach with key White Ribbon audiences.
- Monitor social media activity, acting with responsibility on a rota, including on some weekends and out of hours.
- Actively monitor current news stories and propose response plans.
- Support planning and implementation of a communications plan for White Ribbon Day and the 16 Days of Activism to End Gender-Based Violence, as well as other public facing campaigns throughout the year.
- Strengthen and maintain communications with White Ribbon stakeholders including Accredited and Supporter Organisations, and Ambassadors and Champions. Including organisations Hubs are fit for purpose, relevant, engaging and up to date.
- Support the delivery of engaging and relevant communications journeys for key stakeholders through White Ribbon's email marketing platform.
- Support the Campaigns and Policy Manager in developing White Ribbon media relations, proactively proposing stories of interest and taking them to fruition, taking media enquiries, drafting press releases and responses.
- Produce accurate and appropriate copy for a range of online and offline communications.
- Carry out a range of information gathering activities as required, including online research.
- Ability to design and develop design templates for resources including training materials, information packs and social media.
- Produce short form video content that is engaging, relevant and appropriate for project work or for departments.
- Market White Ribbon awareness raising materials, as well as offers for organisations, fundraising and donations to maximise awareness raising and support income generation.
- Support the delivery of timely, engaging and relevant newsletters for key stakeholders throughout the year.
- Attend events and meetings based anywhere in England and Wales.
- Be a part of embedding new processes and strategy into the working practices and systems of the organisation, and support colleagues to implement it.
- Project and promote our values – through considered language, inclusivity and equality in all White Ribbon UK communications.
- Undertake any other duties as may reasonably be required.

Person specification

Experience

- Experience of developing a communications plan (E)
- Experience of working with the media, journalists and influencers (E)
- Experience of monitoring and responding to news stories and any other media relevant to White Ribbon (E)
- Creative and innovative approach to presenting information across different formats and channels, for a range of audiences (E)
- Using data and evidence in communications (E)

- Digital communication and marketing, including editing and creating online content, including website and social media (E)
- Working knowledge of Google Analytics and AdWords (E)
- Experience of creating graphics and other visual assets to agreed brand guidelines (E)
- Using video and photo editing software and tools to help produce content for a variety of uses (E)
- Knowledge of email service providers to design, create and send newsletter emails, with working knowledge of Zoho Campaigns or Mailchimp (E)
- Experience of working in the charity sector and a campaigning organisation (D)
- Experience of supporting and promoting e-commerce (D)
- Experience of planning and setting up events (D)

Application Process

To apply, please submit your CV and a cover letter no longer than 2 sides of A4, outlining your suitability for the role to Debbie Kershaw, at Debbie.Kershaw@whiteribbon.org.uk. The closing date for applications is Monday 26th August 2024 at 11:59pm.

Join us at White Ribbon UK and be part of the movement to end men's violence against women and girls. Your contribution can make a real difference.

Skills and Competencies

- Excellent writing and editorial skills: the ability to communicate clearly, professionally and with sensitivity to a range of audiences (E)
- Ability to build effective relationships with colleagues and stakeholders (E)
- Ability to use initiative and judgement to identify problems early and propose solutions (E)
- Ability to carry out research to keep up-to-date with communications opportunities (E)
- Able to plan, prioritise and meet multiple deadlines (E)
- Ability to be flexible and adapt to shifting priorities (E)
- Strong administrative and IT skills. Excellent computer skills and experience using a wide range of computer packages, including Microsoft packages (E)
- Knowledge of using SquareSpace website domain (D)
- Knowledge and understanding of GDPR and confidentiality (D)

Personal Attributes

- Goal oriented and pursues tasks/ goals with energy, drive and the need for completion (E)
- Can demonstrate initiative and able to work well not being part of a team (E)
- Has a degree of enthusiasm and a desire to learn and gain new experiences (E)
- Looking for an opportunity to make a real impact on how the function develops (E)
- Solution rather than problem focussed (E)
- Organised, methodical and pays attention to detail (E)
- Takes responsibility for own workload (E)
- Creativity, enthusiasm and ability to work on own initiative (E)
- Works effectively as part of a team to deliver shared objectives and build team spirit (E)
- Actively engages the knowledge, ideas and contributions of others, as well as proactive to contribute own ideas (E)
- Supports colleagues in demanding situations, recognises the importance of well-being in self and others, seeks and accepts help and support from other team members (E)

Other

- Relevant qualification (D)
- Willingness to travel and to work flexibly if required, with occasional evening and weekend work (E)
- Commitment to anti-racism and anti-discriminatory practice and equal opportunities (E)