

Communications Officer Job Description

JOB DETAILS	
DEPARTMENT: Communications	JOB TITLE: Communications Officer
LOCATION: Watford	CONTRACT TYPE: 18 months Fixed Term Contract
SALARY: £31,236 per year (pro-rata actual £18,741 per year)	HOURS: Part-Time 3 days a week [22 hours]
TEAM PURPOSE: The Communications team is responsible for raising and building the profile of ADRA-UK through stakeholder engagement internally and externally.	
JOB PURPOSE: <ul style="list-style-type: none"> • Lead the development and management of ADRA-UK’s communications infrastructure. • Lead and monitor the delivery of communications requirements for ADRA-UK projects (e.g., publications and campaigns). • To be a brand champion for ADRA-UK (internally and externally). • To build and raise the profile of ADRA-UK’s work with stakeholders in association with the church engagement and programmes teams. 	
POST HOLDER REPORTS TO:	Chief Executive Officer (CEO)
JOBS REPORTING TO THIS POST:	None
BUDGET RESPONSIBILITY:	No
DBS CHECK REQUIRED:	Yes – Basic disclosure
TRAVEL:	Yes – as required nationally
DIMENSIONS OF THIS ROLE <ul style="list-style-type: none"> • Contributes to the overall communications’ strategic goals of ADRA-UK. • Influence and negotiates with a wide range of stakeholders on a regular basis. 	

KEY RESPONSIBILITIES

Communication Strategy and Campaigns (45%)

- Develop and deliver an effective communications strategy in conjunction with the CEO.
- Create and implement strategies that use multiple marketing channels to promote ADRA-UK to existing and new audiences.
- Assist the CEO in planning, developing and executing campaigns and content, bringing together videos, graphics, messaging, and other media to promote ADRA-UK.
- Initiate, develop and manage communications projects and campaigns by writing high quality, compelling copy in a range of styles, primarily for social media, websites and press releases.
- Manage the production of effective and targeted publications (on and offline) and web copy in collaboration with the Fundraising and Programmes Teams.
- Proactively pursue new communications opportunities for ADRA-UK.
- Sign off or edit any public facing communications from across teams in conjunction with the CEO.
- Work with the ADRA-UK Programmes team and other ADRA offices to source information, stories, photos, videos etc., for storytelling, website and promotional purposes.

Digital (25%)

- Maintenance of ADRA-UK website using WordPress.
- Ensure website content is up-to-date and lead on the development of new content.
- Use Google Analytics to measure effectiveness and improve the website.
- Ensure the website is accessible and optimised for search engines and mobile devices.
- Manage all comms related online and social media channels.
- Manage the organisation's photographic and digital assets.
- Manage ADRA-UK's social media presence, increasing reach and engagement.
- Produce and send out email newsletters in conjunction with the Church and Community Engagement Manager.

Brand Management (15%)

- Act as the brand guardian and champion, advising others to ensure all content and messaging adheres to brand guidelines (internal and external) in conjunction with ADRA International guidelines.
- Build relationships with communications teams throughout the British Union Conference territory to develop collaboration and promote ADRA-UK.
- Craft compelling copy and visuals that align with our brand voice and promotes ADRA-UK programmes around the world.
- Identify and leverage emerging trends and opportunities for ADRA-UKs social media presence.

Profile Raising (10%)

- Develop messaging and propositions that communicate ADRA-UK clearly and increase engagement with the target audience.
- Develop external strategic partnerships and collaborations that increase the profile of ADRA-UK and engage new audiences.

- Represent and network on behalf of ADRA-UK (at external and sector events to raise our profile and position us as a leading international development charity in the UK).
- Enhance the donor relations communications to increase connection and raise more awareness with our donor base.

Organisational Specific (5%)

- Keeping abreast of important changes or developments occurring within the sector as it relates to communications and fundraising.
- Ensure all activities are in line with the organisation’s vision, mission and values and agreed procedures.
- To undertake such personal development and training as required to fulfil the role.
- Undertake any other activities required by the CEO of ADRA-UK, as appropriate.

Core Competencies



This job description is intended as a general guide to the scope of the role and may change in line with the needs of the organisation and at the request of the CEO.

See the Person Specification below

PERSON SPECIFICATION

		Essential	Desirable
1	Qualifications, Experience, Skills and Knowledge		
1.1	At least three years' demonstratable experience in a similar role, preferably in the charity sector	√	
1.2	A relevant degree level qualification or equivalent experience		√
1.3	Excellent writing and proofreading skills, an eye for detail, and a strategic and creative mindset	√	
1.4	Experience with a wide range of communications products and channels as well as relevant digital skills (e.g. WordPress, Canva, MailChimp, video, photography)	√	
1.5	Demonstrable experience of tailoring complex written communications to a wide range of audiences	√	
1.6	Understanding of what constitutes a brand identity, including tone of voice, and experience embodying, implementing and ideally monitoring this within a small organisation		√
1.7	Experience managing multiple social media accounts across several platforms (Instagram, Facebook, LinkedIn, Twitter)	√	
1.8	Understanding of social media monitoring tools, and experience creating social media and campaign reports	√	
1.9	Experience of creating operational plans from organisational strategies		√
1.10	Experience supporting to deliver digital campaigns		√
1.11	Strong interpersonal skills, including across different cultures and geographies	√	
1.12	Excellent IT skills (MS Office, MS Teams)	√	
1.13	Readiness and eagerness to learn fast and hit the ground running	√	
1.14	Experience or knowledge of international development		√
1.15	A collaborative approach to teamwork	√	
2	Other		
2.1	Member of the Seventh-day Adventist Church or a Christian with a strong commitment to the ethos of ADRA-UK and its mission	√	
2.2	Prepared to travel throughout the UK and able to work weekends and occasional evenings	√	