

## Senior Communications Officer

<b>Job Title:</b>	<b>Senior Communications Officer</b>
<b>Responsible to:</b>	Director of Communications
<b>Salary</b>	£30-35k pro rata (£18-21,000 actual)
<b>Location:</b>	Remote working with some travel as required
<b>Hours:</b>	Part-time 0.6 FTE (22.5 hours per week - flexible) <i>We would also be open to applications from those working on a freelance basis for 2 days/week.</i>

### Role summary

As Senior Communications Officer, you will play a key role delivering the Bild Group communications strategy, creating compelling, engaging content across multiple platforms and for a wide range of stakeholders.

### Key Responsibilities and Duties

- Support the development and delivery of marketing and communication activity across Bild and the Restraint Reduction Network.
- In agreement with the Communications Director, to lead on specific communications and marketing activities to support organisational priorities across a range of channels.
- Liaise with colleagues across the organisation to source, research and develop content for multiple audiences/channels in support of media; marketing; policy; project and wider work.
- Social media management, including content creation, scheduling, monitoring and reporting.
- Create and manage email marketing campaigns.
- Develop and edit content for our communications channels including websites, social media and newsletters.
- Support the Communications Director with press activity, including press releases; comment statements and message dissemination.
- Support the Communications Director and CEO in policy activity, including coordinating policy responses and deputising on policy steering groups as required.
- Work with the Communications Director and Engagement and Events Officer to identify opportunities for engagement across stakeholder groups ensuring consistency of messaging.
- Work with the Communications Director and Engagement and Events Officer to develop relevant and up to date website content.
- To act as a champion of the Bild Group brand guidelines and tone of voice.
- To coproduce communications projects with people with lived experience.
- Understand Bild and RRN's offer and commit to developing skills that support this through communication activities.
- To show a strong understanding of accessibility considerations, particularly for those with learning disabilities and autistic people.

### Other

- Support wider communications projects and activity as required.
- Be part of a culture of quality in all areas of engagement and communications.
- Participate and contribute to individual performance appraisal and supervision sessions.
- Keep abreast of relevant initiatives and developments within the sector.
- Undertake relevant training, as necessary, including accessing new systems and software as required to support the role.

## Person Specification

### Experience / Skills / Competencies

- Essential**
  - Minimum 3 years in communications and marketing role.
  - Experience implementing strategic communications plans.
  - Excellent verbal and written communication skills.
  - Experience of social media management.
  - Experience of proactive and reactive media engagement.
  - Experience creating content for range of digital channels, including visual and video assets.
  - Ability to adopt organisational tone of voice, work within and champion brand guidelines.
  - Proficient in packages including Microsoft Office and Adobe.
  - Strong copywriting skills.
  - Flexible and able to work effectively within a small team.
  - A motivated, flexible, proactive and problem-solving approach to work.
  - Ability to work under pressure, and plan, manage, and adapt own workload.
  - Passionate about equality and human rights.
  - Meticulous attention to detail.
  - Excellent time management skills.
  - Comfortable working remotely.
  - Willingness to travel and work flexible hours as required by the post.
- Desirable**
  - Experience of engagement with local or national government; coordinating policy responses or undertaking policy research.
  - Interest in policy and sectoral developments related to disability and human rights.
  - Experience of the charity, health, social care or SEN sectors.
  - Experience of working with people with lived experience learning disabilities, people experiencing mental health difficulties or autistic people. Experience of CRM systems, preferably Salesforce.
  - Proficiency in using digital communications platforms such as MailChimp, Canva etc.
  - Experience of using a CMS for website management.
  - Knowledge of and ability to create documents in Easy Read.