**Job description and person specification**

**Job title:** Communications Officer

**Location:** Bristol

**Duration:** Permanent contract

**Working hours:**Full time, 35 hours a week

**Salary:** £26,793 pro rata + competitive holiday + pension

**Start date:** *Monday 3rd January 2022*

**Responsible to:** Communications Manager

**Responsible for:** Occasional volunteers

**Overall aim:**

To lead on the production and coordination of Tree Aid content and communications to engage target audiences.

**Key objectives:**

* To coordinate and generate engaging content across TREE AID’s communications channels to target audiences.
* To plan, implement, monitor and evaluate communications activity for target audiences.
* To manage website content and development.
* To manage social media channels for Tree Aid
* To support colleagues with content-gathering trips, contracting freelance creatives and managing our digital Tree Aid Content Library

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**Key roles/ tasks:**

1. **Support TREE AID content development, including the planning of story-gathering trips, case studies, film and design (30%)**
   1. Support the Communications Manager with recruiting and contracting freelance Content-Gatherers, managing content-gathering trips and processing footage and photography received.
   2. Draft case studies for use by Tree Aid and Tree Aid partners, with content provided by the Operations team and content gathering visits.
   3. Manage Resource Space – Tree Aid’s new online Digital Content Library.
   4. Create and commission films, graphics and other design content to engage target audiences as and when required.
2. **Deliver website and social media content and development (25%)**
   1. Have day-to-day oversight of Tree Aid’s website, ensuring web pages are current and SEO friendly.
   2. Work with internal stakeholders and external agencies to plan and deliver audience-focused website development, with support from Communications Manager.
   3. Continually assess and improve online user journeys and experience.
3. **Plan, implement and evaluate communications activity for target audiences (20%)**
   1. Create and promote communications materials for target audiences and to grow Tree Aid’s profile and supporter base.
   2. Support the development and delivery of key messages across Tree Aid
   3. Support the Communications Manager to ensure consistent use of brand and tone of voice across the organisation.
   4. Manage internal and external access to Resource Space content library.
   5. Occasionally assist the Communications Manager with media requests, including liaising with journalists or PR professionals as and when required.
4. **Support the monitoring, evaluation and learning for communications (15%)**
   1. Work with Digital Marketing Officer to assess and improve the performance of all digital Tree Aid communications.
   2. Work with Digital Marketing Officer to ensure data and insight drives communications activity.
   3. Assist Communications Manager in commissioning and managing Market Research projects, and disseminating findings to Tree Aid’s wider team.
5. **Other (10%)**
   1. Any other duties as requested from time to time by the Fundraising and Communications team.

**Person specification:**

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| ***Knowledge & Experience:*** |
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| **Content production and communications activity** |
| At least two years’ experience of communications and producing content for target audiences. |
| Demonstrable experience of effective storytelling and experience of working with others to produce inspiring content. |
| Proven ability to write and edit highly engaging content for different audiences across communications platforms. |
| Demonstrable creative design skills including competency in Photoshop or similar.  Experience of working with the media or in a press office is desirable |
| Experience in film editing is desirable. |
| Clear understanding of the importance of tone of voice and brand and how to apply it across a range of audiences and platforms |
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| **Website development** |
| Demonstrable experience of using a website Content Management System and overseeing the day to day coordination of a website. |
| Experience of SEO and writing for web. |
| Experience of monitoring website performance using Google tools. |
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| **Social media and digital marketing** |
| Proven ability to write and edit highly engaging content for different audiences across online communications. |
| Understanding of building effective, online user journeys. |
| Experience of producing content for digital campaigns. |
| Experience of using social media channels to promote brand awareness and increase following. |
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| ***Skills:*** |
| Ability to think creatively, and strategically and to use own initiative***.*** |
| Strong, proactive project management skills |
| Ability to work across teams in a collaborative way to drive improvements to digital marketing and communications. |
| Ability to use initiative, prioritise work and meet deadlines. |
| Attention to detail and excellent written and verbal communications skills. |
| Ability to understand complex information and translate into plain English |
| Good editing and copy writing skills |
| Able to communicate in an engaging and persuasive style |
| Understanding of digital customer journeys and stewardship journeys. |
| Good IT ability, including good typing skills and the use of Microsoft Office (including Excel and Word) |
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| ***Personal Qualities:*** |
| A passion for international development and to issues affecting rural smallholder farmers in dryland Africa |
| Open and willing to learn |
| Flexible and responsive |

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