



## Job Description

<b>Role:</b>	Communications Officer
<b>Reporting to:</b>	Fundraising and Communications Manager (FCM)
<b>Direct reports:</b>	None
<b>Budget responsibility:</b>	None
<b>Location:</b>	St Pauls, Bristol

**Job purpose:** To deliver high quality communications across channels which raise awareness, build on One25's excellent reputation, reduce stigma and encourage wider support so that One25 can provide high quality services for vulnerable women.

### Job accountabilities:

- Collaborate with staff across the organisation to produce leaflets, publications, e-newsletters, presentations, films and other materials to promote One25 (including the annual report and the annual celebration) to a variety of audiences (supporters, service users, agencies) increasing understanding and support.
- Coordinate content collection to include: case studies, life stories, service user quotes, (images, audio and film content as appropriate and share these across teams). Ensure that these are shared with the fundraising and communications (FR&Comms) team to support work across FR&Comms areas.
- Increase One25's social media reach and engagement ensuring a balanced blend of content across One25 news (service delivery, women-focused, topical issues and fundraising), evaluating what works and supporting other team members to contribute to this.
- Maintain and develop One25's website to maintain high-level content and meet agreed strategic goals.
- Capture and analyse One25's communications information, both on the supporter database and via other online tools (e.g. Google Analytics, Facebook Insights, Twitter Analytics), to ensure track record informs ongoing delivery of One25's communications and development of the Communications Strategy.
- Support the FCM to deliver One25's media work by developing relationships with journalists, editors and other key news / media contacts, writing press releases and taking media interviews.

- Coordinate speaking engagements ensuring that One25 is positively publicised to a range of voluntary and private organisations. Provide up-to-date resources and support to staff and volunteers as required.
- Support other FR&Comms team members and volunteers as required to achieve team objectives, especially working with the Donor Fundraiser and Community Fundraiser to enhance content options for donor appeals and fundraising campaigns.
- Input into the planning of fundraising and communications strategies.

**Measures for the role:**

- Meet targets as laid out in the One25 communications plan, e.g. social media reach and engagements; webpage views and duration; e-news click-throughs etc.
- Positive feedback from supporters and partners who receive communications.
- Positive feedback from SUs, the FR&Comms team, wider staff and board.
- One25 has high profile and excellent reputation.
- Produce high quality, timely prayer and supporter letters, and annual report.

**Any other responsibilities:**

- Undertake any other tasks that may be requested, commensurate with the nature and level of the post and as may be required by the FCM.
- Able to work occasional evenings and weekends

**Person Specification**

	<b>Essential</b>	<b>Desirable</b>
<b>Qualifications</b>	Educated to A level or equivalent  GCSE Maths and English	Degree level education
<b>Knowledge</b>	Good understanding of GDPR, data protection, boundaries and confidentiality	Knowledge of One25 and needs/issues of the service users  Understanding of the voluntary sector
<b>Experience</b>	Experience in an equivalent communications role	Experience of writing press releases and doing interviews

	<p>Experience of gathering views, stories and case studies</p> <p>Experience of liaising with the media</p>	
<b>Skills</b>	<p>Excellent communication skills: able to generate enthusiasm and motivate others; to connect with people from all walks of life, backgrounds and cultures; and to develop and maintain relationships both within One25 and externally</p> <p>Ability to plan, organise and deliver work to meet individual, team and organisational objectives and deadlines</p> <p>Able to tailor content, style and language to suit different needs</p> <p>Able to write and edit engaging, quality content for different channels (e.g. website, social media, newsletters) ensuring that content meets brand guidelines</p> <p>Able to use website and social media analytics to monitor and improve online presence</p> <p>Experience using a database to send mailings and segment supporters e.g. Civi CRM, Raisers Edge, Access</p> <p>Ability to use IT systems including proficient user of Microsoft Office (or equivalent package), with a good knowledge of Word and basic knowledge of Excel and PowerPoint</p> <p>Design skills for creating content across media (e.g. online, print, presentations)</p>	<p>Understanding of the voluntary sector</p> <p>Experience of using WordPress</p> <p>Networking and public speaking</p> <p>Ability to develop a database to improve communications and reach</p>

	<p>Video content creation skills</p> <p>Good numeracy and analytical skills</p>	
<b>Competencies/ Behaviours</b>	<p>Innovative self-starter; able to manage own workload, prioritise and cope well under pressure</p> <p>Well organised with good attention to detail and excellent proofreading skills</p> <p>Able to think creatively</p> <p>Maintains a positive attitude, using initiative to meet challenges willingly wherever they arise</p> <p><u>Requirements for all One25 staff</u></p> <p>Continually seeks to improve performance organisationally and personally</p> <p>Ability to form and maintain good working relationships with colleagues</p> <p>Works well under pressure and plans, organises and manages workload to meet objectives and deadlines</p> <p>Ability to be an ambassador for One25 externally and across internal teams</p> <p>A willingness to get the job done</p> <p>Promotes effective team working and supports team work across immediate and wider One25 teams</p> <p>To operate in line with One25's core competencies and values:</p>	

	<p>Core values:</p> <ul style="list-style-type: none"> <li>• Person-centred</li> <li>• Justice</li> <li>• Unconditional love</li> <li>• Non-judgemental</li> <li>•</li> </ul> <p>Core behavioural competencies:</p> <ul style="list-style-type: none"> <li>• Working with Others</li> <li>• Communicating</li> <li>• Organisational awareness</li> <li>• Learning and growth</li> <li>• Planning and delivery of work</li> <li>• Motivational leadership</li> </ul> <p>Able to actively demonstrate and communicate a willingness to work within and support the clear and inclusive Christian ethos</p>	
<b>Other</b>	Able to work occasional evenings and weekends	