

## Job Description

<b>Job Title:</b>	<b>Communication Officer</b>
<b>Department:</b>	<b>Communications</b>
<b>Reports to:</b>	<b>PR and Campaigns Manager</b>
<b>Location:</b>	Head Office, London W6
<b>Purpose of the Role:</b>	To promote and communicate the Charity's work and services to the stakeholder groups and raise the profile of key issues affecting poverty in the UK. .

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### Key Responsibilities and Accountabilities:

- 1. Stakeholder engagement and relationship management**
- 2. Campaign research and advocacy development**
- 3. Marketing communications and collateral**

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### Duties:

- 1. Stakeholder engagement and relationship management**
  - Be the first port of call for internal and external stakeholder engagement. Work with the Head of Communications and PR and Campaigns Manager to build and maintain relationships with targeted audiences including Turn2us' supporters, volunteers and the people we help
  - Develop and maintain an editorial calendar, driving dissemination of content across platforms
  - Field inquiries from stakeholders including journalists, politicians, regulators and other charities
  - Create press releases and statements as needed
  - Write, edit and prepare key stakeholder newsletters reports and materials
  - Source and manage case study relationships provided for external stakeholders and media
  - Manage and maintain staff intranet and help organise key stakeholder and staff events.
- 2. Campaign research and advocacy development**
  - Research and advocacy to drive the Turn2us campaigning agenda.
  - Work with Insight Analyst to develop Turn2us campaign research programme so the Charity can effectively campaign on key issues effecting poverty in the UK.
  - Monitor changes in policy, legislation and social climate which could affect the lives of people living on a low income and to stay informed of policy areas on welfare reform, personal finance and regulated consumer services.
  - Lead on the drafting of responses to consultations and calls for evidence in order to represent the voice of people living in poverty
- 3. Marketing communications and collateral**
  - To manage the production of communications materials, liaise with internal teams and external suppliers
  - Support the writing, editing and print/digital publishing of communications materials for colleagues across departments including Fundraising and Operations
  - Liaise with design and print agencies to produce printed and digital materials, with responsibility for creative briefs, specification, production, budgets and maintain a catalogue of materials.

- Contribute to the publication of key strategic publications including Annual Report and impact statements
- Ensure consistent branding and tone of voice is used

These are the normal duties, which the Charity requires from the position. However, it is necessary for all staff to be flexible and all employees will be required from time to time to perform other duties as may be required by the Charity for the efficient running of the charity. This Job Description is non-contractual. It will be reviewed from time to time and may be subject to change. The post holder will be expected to ensure that their work complies with contractual terms and conditions, the Charity's policies and procedures and key legislation, including the General Data Protection Regulation (GDPR) and charity law.

## Personal Specification

### Education:

#### Necessary:

- Educated to degree level, or equivalent written and analytical skills

#### Desirable:

- Relevant marketing, brand or writing qualifications

### Skills:

- The ability to use InDesign , Illustrator and Photoshop to produce marketing materials of a high quality
- Skilled in use of Microsoft office suite: including Outlook, Word, Excel and Powerpoint.
- Excellent writing and editorial skills
- An eye for detail when checking and proof reading copy
- Good interpersonal skills
- Effective influencing skills
- Excellent organisational skills

### Knowledge:

- Knowledge of brand creation and implementation
- Knowledge of desktop publishing programs
- Understanding of the UK parliamentary system and processes
- Knowledge of internal communications implementation
- Knowledge of the charity sector and its culture
- Understanding of Data Protection legislation/GDPR and implications for managing stakeholder data

### Experience:

#### Necessary:

- Experience of writing for and editing for a range of audiences
- Briefing and working with agencies and suppliers
- Experience of managing multiple projects, conflicting priorities and tight deadlines

#### Desirable:

- Copywriting experience

### Personal Attributes:

- Self-motivated and enthusiastic, with ability to work independently
- A positive and energetic approach to problem solving
- A keen networker
- A personal style that gives clear guidance and is appreciative of the conflicting demands upon others.
- To travel to meetings across the UK when needed
- Personal values reflect those of Turn2us –Compassionate, Open, Collaborative, Innovative, Driven