

Job Description: Communications Officer

Reporting to: Digital Engagement & Journey Manager

Accountable to: Head of Events & Communications, Chief Executive Officer and Board of Trustees

Liaising with: Members of the Communications Team; Fundraising Team; Quality Team; Operations Team; Finance & Administration Team; Trustees; Volunteers and any other organisations as may become relevant

General Description

The Communications Officer will support the promotion of Challengers, both externally and internally. In addition, she/he will help in the development, co-ordination and implementation of a communications strategy for the charity in line with identified objectives and consistent with Challengers' Policies and Procedures as well as recognised Good Practice.

The successful candidate will support on all mass internal and external email communications, manage the charity's website and support the development of the digital strategy.

Main Duties and Responsibilities

- To take the lead and be responsible for the scheduling and execution of all mass email communications to internal and external parties.
- To manage and oversee the charity website and work with external parties involved in its support and development
- To help with the design of a variety of Challengers marketing material for online and print.
- To contribute to the design and production of a range of communication materials including the Charity's Newsletters, Annual Review, other reports, promotion for campaigns and leaflets.
- Assist with reporting on a variety of topics including (but not limited to) SM, emailing and website analytics.
- To develop the Challengers brand and ensure that the image of Challengers is used effectively, represented correctly, and presented in line with policies and strategic objectives.
- To provide administrative support to the Communications Team and support other teams where necessary in relation to design or emailing projects.
- Travel to all Challengers sites to source photos and videos of schemes in action throughout the year – in particular Easter & Summer Holidays.
- To assist the team with the planning and execution of a variety of fundraising and communications events.
- Work with the Communications team and input ideas to large campaigns that will support the Fundraising and the organisation as a whole.
- Train new starters on in house software including dotdigital (Previously Dotmailer) and the Adobe suite.
- Support the Head of Events & Communications with research for the wider organisational strategies.
- Support the Digital Engagement Manager to ensure that Challengers is up to date with other charities in regards to its communications and digital strategy.
- Liaise with external agencies as and when required.

Person Specification

Essential

- Previous use of mass emailing software, in particular dotdigital (previously dotmailer)
- The ability to use design software including Adobe InDesign CS6, Photoshop and Illustrator.
- Website management experience and use of a CMS System – in particular Wordpress.
- Basic understanding of HTML
- Analytic, clear thinking and the ability to prioritise tasks, apply common sense and judgement.
- An effective communicator able to relate to a range of people
- Organised and self sufficient
- Ability to work to tight deadlines
- A clear understanding of the “Challengers Approach” and the Social Model of Disability and a commitment to delivering programmes according to that ‘ethos’.
- A commitment to Equal Opportunities and Inclusion – that all children and young people have a human right to have access to the same opportunities that other children and young people have.
- Flexibility to work outside conventional office hours when required.

Desirable

- The ability to use video software to create videos including Premier Pro and Final Cut Pro.
- Understanding of the issues facing disabled children and young people, their families and carers and of issues surrounding social exclusion.
- An understanding of the role of not for profit organisations in the provision of services.
- Experience of working with or supporting disabled children and young people, their families and carers.