



## **JOB DESCRIPTION**

**Job title:** Communications Officer

**Responsible to:** Project Manager

We are looking for a self-motivated and talented Communications Officer to lead our communications function. In this position, you will be in charge of producing high-quality content that engages our members and builds recognition of SOFT UK and the conditions it supports.

The ideal candidate will be an excellent communicator, with strong technical, presentation and organizational skills.

### **SOFT UK**

The Support Organisation for Trisomy 13 and 18 UK (“SOFT UK”) is a not for profit charitable organisation structured as a charitable trust for the purposes of providing organisational support to those with first hand experience of Trisomy 13/18 and other related disorders. The Board of Trustees (“the Board”) comprises the legal directors of the Trust.

### **Main Responsibilities of the post**

The Communications Manager is responsible to the Project Manager for the management of communications, both internal and external, on behalf of SOFT UK, ensuring its message is consistent and engaging. These activities include, but are not confined to:

- Managing the main SOFT UK email address and responding to internal and external communications.
- Taking responsibility for drafting, sending and monitoring communications with volunteers, Trustees and members. Delivering regular communications such as mailshots, sharing partner organisation information, following up with volunteers on tasks.
- Develop and implement a social media strategy for the organisation, focusing on the aims of the organisation and the needs of the groups we communicate with. Ensure social media accounts are fully integrated with other organisational communications, particularly the SOFT UK website.
- Managing SOFT UK social media accounts, including campaigns as agreed with and delegated by the Project Manager/ Trustees, posting content and monitoring account activity

- Working with the Project Manager and the IT contractors on the ongoing development of the website. Manage frequent updating of the website in live sections such as family stories, news, research, etc to promote search engine optimisation.
- Take responsibility for the production of the SOFT UK bi-annual E-Newsletter, collating and editing content and ensuring delivery of agreed publication timeline
- Create informative and interesting press releases to promote awareness of SOFT UK, the conditions it supports, its activities and those of its members.
- Prepare detailed communication and media activity reports.
- Lead the admin, newsletter proof reader and website writing volunteers.

### **Furthering SOFT UK aims and objectives**

- Be aware of the underlying principle of the charities work in ensuring that the needs and interests of SOFT UK's families are fully recognised in all aspects of its work.
- Be aware of and comply with the organisation's rules relating to Employment, Health & Safety and information security regulations.

On occasions the Project Manager may request the post holder to undertake other responsibilities consistent with those set out above.

### **Person Spec**

- Degree in communications, journalism, public relations or relevant field or equivalent experience
- A minimum of 2 years' experience in a similar role.
- Proven experience creating targeted content is advantageous.
- Previous experience working in a 3<sup>rd</sup> sector organisation is advantageous.
- Strong knowledge of communication practices and techniques including social media.
- Outstanding written and verbal communication skills.
- Must be self-motivated, able to multitask and work well under pressure.

**January 2020**