



I CAN Job Description

Job Title: Communications Officer

Reports to: Head of Communications

Location: Central Office

Contract Type: Permanent, Full-time

Job Purpose

The communications officer has a key role to play in planning and delivering communications to key groups, such as supporters, parents, practitioners and teaching staff. The post holder will write, edit, co-ordinate and publish content across various channels, including the website, social media, and print and online marketing materials. They will also plan and implement communications and marketing campaigns to raise awareness or funds, while progressively improving organisational understanding of what works for different audiences.

Key Objectives

- To lead on all aspect of social media and media relations activity for I CAN
- Plan, edit and build emails (including I CAN's Newsletter), measuring results against KPIs through continual analysis and feedback.
- To make an active contribution to I CAN's Communications strategy.
- To contribute to a high performing Communications Team and work collaboratively across the charity.

Key Responsibilities

Social Media

- Ensure a planned approach to the way I CAN uses social media.
- Refresh and execute I CAN's social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Be responsible for generating and responding to interactions and dialogue with users of I CAN's online channels.
- Identify opportunities to incorporate social media into wider communications plans.
- Own and co-ordinate the management of I CAN's social media channels including Facebook, Twitter and Instagram.
- Create and populate editorial calendars.
- Review and improve posts and interactions by capturing and analysing appropriate social data/metrics, insights and best practices.

Manage media relations

- Proactively promote stories to the media.

- Responsible for I CAN press office phone and mailbox, including out of office of hours.
- Deal with all reactive/proactive press enquiries efficiently and professionally, liaising with the Head of Communications and Directors as appropriate.
- Drafting proactive or reactive press releases, statements and quotes on behalf of the Chief Executive or other spokespeople.
- Respond to and follow up media enquiries from journalists, staff, volunteers and the public.
- Manage reactive PR, ensuring responses deliver the best result and managing corporate reputation.

Email Campaigns

- Lead the coordination of I CAN's monthly newsletter.
- Work with teams across I CAN to coordinate, populate and disseminate the email communications plan.
- Edit content to adhere to I CAN style and brand guidelines.
- Build and populate templates to deliver innovative and effective email campaigns.
- Maintain email data lists through Raisers Edge.
- Analyse performance to feedback to teams and develop plan.

Website Support

- Provide support and cover as and when required to the Digital Communications Officer.
- Use content management systems to edit and refresh I CAN websites.

Communications Collateral

- Support the Head of Communications, your colleagues and the wider Communications Team to produce leaflets, posters, exhibitions materials and other communications collateral when required.
- Liaise with design and print companies to produce high quality materials that adhere to style and brand guidelines.

Organisational Responsibilities

- Provide marketing support to I CAN's schools.
- Make a full contribution, to the Communications Team in delivering its corporate objectives.
- Cover for your colleagues as and when required.
- Promote collaborative working relationships and effective communication.
- Promote I CAN's mission, vision and values in all aspects of your work.
- Abide by all I CAN policies and procedures and in particular ensuring the protection of children in I CAN's services are followed at all times.
- Safeguard at all times confidentiality of information relating to children, staff and I CAN's work.

This list of duties and responsibilities is by not exhaustive and the post holder may be required to undertake other relevant and appropriate duties as reasonably required.

This job description is subject to regular review and appropriate modification.

**Person Specification
Communications Officer**

CRITERIA	ESSENTIAL	DESIRABLE
Qualifications	<ul style="list-style-type: none"> ▪ Educated to degree level or equivalent. 	<ul style="list-style-type: none"> ▪ Masters degree or equivalent higher level professional qualification. ▪ Membership of relevant professional body. ▪ IDM or equivalent marketing degree or Diploma.
Experience	<ul style="list-style-type: none"> ▪ Experience of working in an online marketing environment. ▪ Experience of using online email software such as Mailchimp. ▪ Experience managing social media accounts. ▪ Google Adwords experience. ▪ Experience in securing good quality media coverage in Trade, online, local/regional and national press. ▪ Proven ability to write creatively and edit highly engaging copy for different audiences across online and print communications. ▪ Office experience, including use of Microsoft Office products. ▪ Demonstrable experience of evaluating impact of a project or campaign using a range of techniques. ▪ Ability to design effective marketing materials as part of wider marketing campaigns. ▪ Experience of working with print products, of negotiating with external suppliers including printers and distribution houses. 	<ul style="list-style-type: none"> ▪ Voluntary Sector experience.
Skills and Knowledge	<ul style="list-style-type: none"> ▪ Excellent communication skills, both oral and written and to a wide variety of audience. ▪ Strong analytical skills. ▪ Excellent attention to detail. ▪ Excellent Microsoft Office skills and the ability to use IT to ensure personal effectiveness. ▪ Ability to create multi-media content for social media. ▪ Strong interpersonal skills, including the ability to forge relationships with people across all levels of the organisation. ▪ Diplomacy and resourcefulness. ▪ A can-do, problem-solving attitude. ▪ Knowledge of a variety of social media channels. ▪ Ability to prioritise own workload, planning and organising activities to meet set deadlines. 	
Personal qualities	<ul style="list-style-type: none"> ▪ Creativity, energy, enthusiasm and flair to work hard and achieve ambitious targets. 	

	<ul style="list-style-type: none"> ▪ High standards of personal and professional integrity. ▪ A confident, articulate and pro-active individual who is driven by results and a team player. ▪ A flexible, positive attitude to performing a variety of duties. 	
Other factors	<ul style="list-style-type: none"> ▪ Committed to the overall aims of I CAN and to developing and delivering I CAN's Vision and Strategy. ▪ Evidence of continuing professional development. ▪ Understanding and commitment to equal opportunities and empowerment. 	<ul style="list-style-type: none"> ▪ Ability and willingness to travel to other I CAN sites and attend evening/weekend meetings as appropriate.