

Role Profile

Overview	
Role	Communications Officer
Main Purpose	<p>To work as part of our busy Communications team, raising awareness, support and funds for our charity and mission through:</p> <ul style="list-style-type: none"> • Powerful and innovative social media campaigns • Securing positive coverage of our work in the news media • Improving our supporter engagement • Providing content for fundraising campaigns and for printed marketing materials • Empowering and inspiring our staff to increase and improve their own work in this area through impactful internal communications
Department	Communications
Location	Manchester, UK
Reporting To	Communications Manager
Main Duties	
<ul style="list-style-type: none"> • Writing engaging, informative and accurate copy for a variety of audiences, including existing charity donors and supporters, prospective supporters, the general public, businesses, internal staff and volunteers, sector professionals and institutional funders. • Engaging proactively and reactively with the news media to increase the quantity of coverage of Hope for Justice and its work, ultimately raising awareness of modern slavery and of our charity along with fundraising. This will include writing press releases, answering journalists' queries, actively pitching news organisations with feature and interview ideas, and writing news stories for our website and then promoting them via social media. It could also include working appropriately and sensitively with survivors and their case workers as an intermediary between them and the media, ensuring the right balance is struck between openness and privacy, allowing a story to be told without re-traumatising a former victim. • Posting and scheduling on social media (Facebook, Instagram, Twitter, LinkedIn, YouTube) content and campaigns that drive engagement, results and giving (one-off and regular) • Sourcing content from our global programmes for newsletters, emails, reports and similar communication channels. • Assisting the Comms team and wider charity at key events, such as Hope Conference, Freedom Dinners, Slave-Free Alliance seminars and speaking engagements. This could include stand set-up and hosting, interviews, social media coverage and slides/presentations. • Supplying copy, straplines, statistics and stories for printed collateral and marketing materials, including flyers, leaflets, posters, brochures, reports etc, plus proofreading to ensure accuracy. 	

Key Result Areas

- Increased positive coverage of Hope for Justice in the media, including mentions, quotes, interviews, bylined articles and headlines
- Social media posts and campaigns that achieve increased engagement and drive potential donors to our website and appeals, while staying in line with our brand principles, look and tone
- Ensuring our supporter base feel well communicated with and updated about our work at all times, helping ensure donor retention and conversion from occasional to regular giving

Soft Skills

- Performing well under time pressure and to deadlines
- Persuasion and negotiation
- Self-motivation and strong desire to promote the charity's work at all times
- Able to take feedback and criticism from other creative professionals
- Empathy and emotional intelligence
- Able to work as part of a multi-skilled and multi-disciplinary team

Technical Skills

- Storytelling and news sense
- Exceptional English language skills, spelling and grammar
- Scheduling and monitoring social media with in-depth knowledge of how all the main platforms function and are used
- Word and Powerpoint
- Interviewing skills
- Insight into the media landscape and the types of stories most likely to make it into national vs local vs specialist press, print vs online vs broadcast, and which media are more sympathetic to our aims as a charity
- Knowledge of the facts, legislation and context around modern slavery and human trafficking (desirable)
- Basic graphic design skills e.g. Canva, Photoshop, Illustrator (desirable)
- Experience with one or more email marketing systems e.g. Mailchimp, Dotmailer, Campaign Monitor (desirable)
- Experience with uploading to websites using a CMS, especially Wordpress (desirable)
- Experience using Google Analytics (desirable)

Experience & Education

- Three-plus years' experience in journalism, PR, copywriting or communications
- Voluntary or professional experience with a charity or other fundraising-driven non-profit organisation or social enterprise (desirable)
- A relevant industry qualification e.g. NCTJ/NCE/NQJ, or certificate/diploma from the CIM or CIPR (desirable)