

## **JOB TITLE**

**Communications Officer**

## **REPORTING TO**

Head of Marketing and Communications

## **JOB PURPOSE**

Working within a highly focused small team, the Communications Officer will oversee and deliver digital content for the charity and work closely with the wider teams to provide editorial, creative and operational support across Wooden Spoon's work. You will play a key role in ensuring our communications are engaging, influential and informative for a full range of stakeholders.

## **KEY RESPONSIBILITIES**

- Support the Marketing and Communications team to strategically deliver against objectives utilising a wide range of disciplines including digital, brand, campaigns and events
- Work closely with the Head of Marketing and Communications to provide marketing and communications support for all areas of the charity including Regional volunteers, Rugby activity, Corporates and Events fundraising
- Effectively develop and maintain Wooden Spoon's digital channels, including web, social media and mailings, delivering online content that promotes activity, engages audiences and builds profile
- Ensure cover across all social media accounts on a daily basis, including scheduling and out of hours cover
- Research, create, manage and update content for Wooden Spoon's websites
- Develop and implement an effective process for capturing case study stories and creating a case study library
- Support the development of PR activity including collating media lists, monitoring press cuttings and co-ordinating interviews
- Co-ordinate photo and video shoots and support on the day
- Support development of media consent policy and process
- Take an active role in supporting the delivery of the charity's external events
- Act as brand champion supporting the implementation of the brand consistently across all activity, including the development and delivery of consistent branded materials
- Other duties as requested by management when required.

## **QUALIFICATIONS**

- Educated to college or degree level with a sound understanding of Marketing and Communications strategy and processes
- Excellent experience of delivering social media channels for business including Facebook, Twitter, Instagram and LinkedIn



# Wooden Spoon

The children's charity of rugby

- Excellent knowledge of Microsoft Office programmes
- Demonstrable experience of using a range of digital platforms including CMS systems, analytics, apps and platforms to manage social media
- Experience of using CRM systems, graphic design software and email marketing programmes an advantage.

## PERSON SPECIFICATION

- Demonstrates values of Passion, Teamwork, Integrity and Fun
- Can-do attitude
- Pro-active approach to delivering tasks
- Ability to work alone and manage own workload as well as work as part of a team
- Problem solving and solution focused
- Demonstrates good customer service and competent people management
- Pro-active approach to overseeing social media activity and ensuring cover out of hours and weekends.

## TERMS

The role is based at Wooden Spoon's national office in Fleet, Hampshire. Hours are 35 per week, which can be flexible between 8.00am to 6.00pm, Monday to Friday. Occasional attendance of off site meetings and events is necessary.

Some out of hours and weekend work may be required on occasion.

If you are interested in this role please send a covering note and recent CV to [hcook@woodenspoon.org.uk](mailto:hcook@woodenspoon.org.uk)

Closing date for applications is: 3<sup>rd</sup> January 2017