

COMMUNICATIONS OFFICER

Volunteering Description

Title: Communications Officer

The Role: To publicise, promote and communicate the activities of the charity.
 This is a part-time role at least 1 day per week (occasionally more if needed)

Reports to: Workaid CEO/Development Manager

Person Specification: The person specification is outlined in the attached document.

Key responsibilities:

Produce *Workaid Newsletter*:

- 3-times a year; meet printing deadlines; 1st March / 1st July / 1st November
- ensure the balance of articles on overseas projects and local activities is in proportion
- liaise on content with the CEO and Development Manager
- liaise with printers

Review and update general publicity materials such as, leaflets, posters etc
 Support the Fundraisers by producing / distributing specific appeals materials
 Prepare press releases to report and promote appropriate news and events
 Maintain contacts with local press and respond to any national inquiries
 Ensure the website and social media are refreshed regularly
 Provide regular articles, updates and photos for the website & social media
 Maintain press cuttings file and contents of Publicity cupboard
 Maintain photos and thank you letters received from projects
 Maintain display board in the office with up-to-date interesting features
 Maintain the Workaid displays are kept fresh
 Have display material at hand to form displays at outside venues for occasional use
 Assist in office as needed
 Review progress against objectives with the CEO every 2-months

Working Day:

	Workaid Day each week				
Times	Mon	Tues	Wed	Thurs	Fri
09:30 to 12:30					
13:30 to 16:30					

Location: Workaid, Chesham **Training Available:** Yes

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Person Specification

	Essential	Desirable
Knowledge and Experience	Some publicity experience (1 year+ would be ideal)	Publicity experience in a small / medium charity
	Prior knowledge of publicity sector	
	Lively creative writing style	
		Previous journalism experience
Skills	Strong inter-personal skills must be a good listener; approachable;	Ability to work without close supervision
	Excellent communication skills: ability to communicate internally and externally, including presentation skills	
	Strong organisational skills: planning; prioritising tasks; attention to detail; meticulous record keeping	
	Knowledge of social media plus sound computer skills.	Facebook, Twitter, Word; PowerPoint; Publisher etc
	Excellent written abilities i.e. newsletter articles reports / press releases	
	Outgoing personality: good with people; prepared to listen to others' point of view	Previous experience of working in a charity and working with volunteers
Attributes	Commitment – seeking a challenge Enthusiasm - friendly Flexible Open to ideas – good listener Good health Sense of humour	A knowledge of issues of poverty and justice in the developing world

This role description is not intended to be exhaustive in every respect, but rather to clearly define the fundamental purpose and responsibilities of the role. It is subject to periodic review.

