



## JOB DESCRIPTION

<b>JOB ROLE</b>	Temporary Communications Officer
<b>JOB FUNCTION</b>	<p>The Communications Officer is a new, temporary role to support NAPAC’s external and internal communications and engagement activities.</p> <p>They will lead on the day to day management of NAPAC’s social media, aiming to enrich and grow engagement with key audiences, including survivors.</p> <p>They will be a key contributor to the development of resources and materials online and in print, liaising with colleagues and designers.</p> <p>The Temporary Communications Officer will also be the point of contact for media enquiries and engagement.</p>
<b>REPORTS TO</b>	Fundraising Manager
<b>REPORTING LINES</b>	None
<b>KEY WORKING RELATIONSHIPS</b>	CEO, Business Development Manager, Head of Research and Analysis, Survivor Support Manager, Training and Development Manager
<b>LOCATION</b>	NAPAC’s London office and home-working mix
<b>HOURS OF WORK</b>	<p>0.6FTE – 0.8FTE</p> <p>Temporary contract or freelance consultancy, depending upon discussions between the successful candidate and NAPAC.</p> <p>Flexible arrangements possible</p>

### MAIN AREAS OF RESPONSIBILITIES

#### Day to day management of social media

- Day to day management of NAPAC’s social media platforms to raise awareness of our services and provide valuable content for our audiences
- Curate and share content from other organisations relevant to our audiences on NAPAC’s social media and website

- Identify and review opportunities for expanding NAPAC's online presence, including different channels and campaigns
- Report on engagement and trends to the CEO and wider internal team

#### **Support the production of resources and materials**

- Support the production of resources and materials, including being the key liaison point with external designers and printers
- Create pre-print ready drafts of materials for hardcopy and online dissemination
- Work with colleagues to produce a wide range of materials, including booklets for survivors and periodic newsletters for supporters, online and in print
- Help ensure brand consistency across internal and external communications
- Maintain and update branding materials, including house style guides and templates

#### **Act as the initial contact for media enquiries**

- Act as the initial contact for media enquiries and communications requests, and work with colleagues to manage positive relationships with press and media contacts
- Update the communications calendar so NAPAC can be proactive with media engagement and external communications, including prompting new resources
- Maintain records of external enquiries and NAPAC's responses

#### **Help maintain a best-practice approach to communications**

- Help maintain a best-practice approach to communications, considerate of survivor voices, trauma and impact
- Create tools for colleagues to improve the efficiency and effectiveness of our communications, including interactive design elements and infographics
- Be confident working towards NAPAC's vision and values, and adhering to our policies and practices

## **PERSON SPECIFICATION**

Excellent interpersonal skills, with at least three to five years of professional experience with social media (especially WordPress, Facebook and Twitter) and MS Office, knowledge of design and publications processes, and strong written and verbal communication skills are essential for this role. Experience in press liaison and managing and creating communications for charities would be highly advantageous.

The ideal person will have strong communication skills and eager for a role where they can deploy and strengthen their experience in a small, dynamic organisation with a growing national profile. Awareness and appreciation for the value of trauma-informed practice is advantageous, but a willingness to learn is more important as training will be provided. Essential is compassion, a collaborative approach, and a commitment to learn from survivors.

They will have experience of providing clear and engaging communications to specification, for diverse audiences, with a commitment to transparent and ethical practice. Being compassionate and willing to ask for help is an important component of this role, as is confidence working with senior stakeholders and media contacts.