

**Job Description**

**Communications Officer**

**Location:** 446 Fulham Road, London SW6 1DT

**Responsible to:** Director of Fundraising and Communications

**Job purpose**

To support Stoll’s brand and communications strategic objectives

To react to media approaches and act as contact for journalists and media outlets

To raise Stoll’s profile through focussed and agreed communications

To act as brand manager for all Stoll’s communication output including marketing collateral, social and digital media and service promotional materials.

To support the communications aspect of Stoll’s policy work to try and end homelessness within the Veterans community.

To support internal communications within the organisation.

**Key Responsibilities**

Help maintain and build Stoll’s reputation

Be first point of contact for all media enquiries

Support the drafting, editing and distribution of materials for the media when required

Support copy-writing and production of corporate materials including Stoll Support leaflets and banners

Maintain Stoll’s website and social media channels (including Facebook, Twitter and LinkedIn) across Stoll departments to enhance Stoll’s interaction with stakeholders

Write press releases when required

Work alongside the Head of Fundraising & Communications and Chief Executive to respond to critical communications when neccessary

Provide communications support for key Stoll events, such as opening new buildings

Support Stoll’s fundraising team with communications for their activity, particularly major events

Work with the fundraising team to deliver the communications obligations of grant-giving funders

Build relationships with beneficiaries and continue to build Stoll’s ‘case study’ library

Support Stoll’s Support and Housing teams to develop promotional materials that are in keeping with Stoll’s brand

Provide advice to Corporate Services to develop internal staff communications

Act as guardian of Stoll’s brand internally including letterheads, email signatures and stationery

Monitor performance and ensuring activities are delivered on time and in budget

Maintain a media and photograph library and ensure that all photographic/personal data consents and retention periods are recorded in line with Stoll’s Data Protection and Privacy Policies

**Working in a team and with others**

Contribute to developing – and subsequently work towards – clear work plans for communications activity

Contribute positively to working in a team and across Stoll

Maximise own personal development by positively contributing to induction, supervision, training, appraisal and team meetings

Support the smooth running of major events by working with appropriate colleagues across Stoll

Act in a professional manner whilst on duty and when representing Stoll

**Financial Management and Control**

Work within established budgets, contribute to budget planning and maintain accurate financial records

**IT, record keeping, data management**

Ensure that the databases and other written documents are accurate, kept up to date and regularly reviewed.

Maintain confidentiality of records and information relating to donors, beneficiaries and staff in accordance with Stoll’s Confidentiality Policy and Data Protection Policy.

**Quality and regulatory compliance**

Understand and work within the frameworks of the Chartered Institute of Public Relations and relevant legislation relating to this area of work.

Understand and work within the legal framework in which Stoll provides housing and support to beneficiaries.

**Health and Safety**

Work in accordance with Stoll’s Health and Safety policy and legislative requirements for health and safety and report any accidents or potential accidents and near misses.

**Equality and diversity**

Manage and maintain working practices in accordance with the principles and practice of equality and diversity, taking account individual needs and requirements

**Other**

Carry out any other duties as required by the Head of Fundraising & Communications, Chief Executive or Members of the Senior Management Team / Communications Consultants as appropriate.

**Person Specification**

**Communications Officer**

**Job-Specific Competencies**

**Experience**

Communications experience, including use of a range of communications techniques, in particular social media.

Implementing engaging and cost-effective communications campaigns that have met their objectives

Writing excellent and effective external materials for a range of stakeholders and reports and briefs for internal colleagues

Using and developing a contacts relationship database

**Skills and Knowledge**

Demonstrable project management ability

Demonstrable ability to influence and negotiate with a range of stakeholders

Experience/knowledge of the issues facing the ex-Service community, especially those

Veterans with support needs

Demonstrable passion for Stoll and the Veterans’ sector

An entrepreneurial approach to communications and fundraising

Degree or relevant professional experience and/qualification or equivalent experience in communications

Evidence of continual professional development

**Core Competencies**

**Customer focus**

A passion to support vulnerable Veterans

Understands the challenges faced by ex-Servicemen and women

Provides excellent service delivery to both internal and external customers, responding promptly and effectively at all times

**Communication**

Communicates information clearly and concisely, both orally and in writing, with a wide range of audiences both formal and informal

Informs colleagues of successes, challenges and developments

**Team working**

Works well with Colleagues, Trustees, Residents and external stakeholders

Applies the spirit of “mucking in”, helping colleagues when needed

**Support of Equality and Diversity**

Treats all people with respect

Upholds Stoll’s equality and diversity standards and promotes individuality, equality and community at all times

**Delivers a High Quality of Work**

Produces accurate, thorough, and professional work

Plans and manages own work load, working flexibly to meet changing work priorities and demands

Maintains excellent timekeeping standards, managing appointments and meetings effectively and planning well in advance

Delivers tasks set through planning and supervision

Takes responsibility for own work, including errors

Utilises Stoll IT systems to manage emails, calendars and data effectively

**Commitment to Health & Safety**

Understands how to work safely

Understands how to respond to a safeguarding incident and reacts accordingly

Manages their own health and wellbeing, recognising when to ask for extra support

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| I have read this job description and person specification; I have discussed it with my line manager and understand the requirements of the role.  Name:  Signature:  Date: |