

Job Title	Senior Communications Officer	Contract Type	Flexible depending on candidate (3-5 days) 1-year Fixed Term Contract.	
Line Manager	Executive Director	Flexibility	Home-based, with considerable flexibility on working pattern, hours and days. Note, you must <i>already</i> have the right to work in the UK and be UK based.	
Salary	£30,000 Full time (or pro-rata for 3-5 days) + Matched pension contribution up to 8% of salary.	Travel	Some UK travel may be required for meetings in London and the South East of England but you do not need to be based there.	
Job Purpose	To build and manage our external communication channels and develop content to grow our online presence and influence.			
KEY OBJECTIVES		ABOUT YOU		RESPONSIBILITIES
<p>1. To grow our online presence and engagement, including:</p> <ul style="list-style-type: none"> • Build and manage all of our social media channels. • Develop the visual look and feel of our WordPress website, and write, commission and manage content. • Run and support online events e.g. webinars and live streaming from events. <p>2. To develop creative communications content:</p> <ul style="list-style-type: none"> • Design and create original video, copy, stories and graphic material for social media, research projects, events and campaigns. • Understand social media trends and how to optimise SEO visibility and online engagement. <p>3. To build ECC's communications plan and deliver it:</p> <ul style="list-style-type: none"> • Working with the team, develop a coherent plan to raise awareness of our issues, content, network and reports. • Use analytical tools (e.g. Google analytics) to inform our approach to identify what works and what doesn't. • Support members of our global Casualty Recorders Network with their communications needs. 		<p>We're looking for a great person to join our small, friendly team. Here's an idea of what we're looking for:</p> <ul style="list-style-type: none"> • You'll be someone with a track record of growing social media channels. You'll have demonstrable experience successfully managing a range of social channels and websites. • You'll enjoy being creative and using innovative approaches to develop and communicate great content in interesting and eye-catching ways. • You will have strong organisation skills, be self-motivated able to work independently, while valuing being part of small team and being prepared to pitch in as needed. • You will bring strong analytical skills and the ability to make decisions based on the data and advise others on the right direction. <p style="text-align: center;">ABOUT US</p> <p>It is a really exciting time at Every Casualty. We are a small but growing team looking to make a big impact. We really believe in our mission for every life lost in armed violence to be recorded, recognised and remembered. We campaign for governments, UN bodies and others to step up and meet their obligations to casualty record. We also work with the extraordinary people and organisations around the world who record the casualties.</p> <p>You can find out more about who we are, our mission, and get a feel for our current communications on our website www.everycasualty.org. and Twitter @everycasualty.</p>		<p>Decision Making: you will have clear decision making rights, agreed with your line manager.</p> <p>Finance/Budget: you will actively manage the communications budget.</p> <p>Accountability: you will be accountable directly to the Executive Director, with engagement with the Trustee Board.</p> <p>Travel: Occasional UK travel, including to London and South East of England for team and board meetings and/or events. Expenses will be paid by ECC.</p> <p>Cover: you may be asked to deputise for other staff members as needed.</p>

PERSON SPECIFICATION				STAGE IN THE PROCESS	
SKILLS AND EXPERIENCE NEEDED	What this can look like...	Essential	Desirable	Shortlisting	Interview
1. A proven track record developing social media channels and creating effective content in a professional context.	<ul style="list-style-type: none"> You have 3+ years of experience of growing an organisation's social channels with great content. You have developed the look, feel and content of a website generating greater traffic and use. You use analytics to inform your approach to demonstrate what works and what doesn't. 	√		√	√
2. Creative design skills and an eye for detail.	<ul style="list-style-type: none"> You have a good understanding of creative outputs and production processes, including digital, print and video. You show great attention to detail, manage risks and foresee issues. You are confident picking up new technologies, techniques or software and help to teach others. 	√		√	√
3. Strong organisational skills with the ability to prioritise and juggle a range of competing demands.	<ul style="list-style-type: none"> You can demonstrate your ability to work to deadlines and balance multiple demands. You show great attention to detail, manage risks and foresee issues. You work on the right issues at the right time, including making hard prioritisation decisions. 	√		√	√
4. Excellent personal communication skills	<ul style="list-style-type: none"> You have excellent written skills and you can adapt the tone and content for each audience and channel. You love working in a small team, including pitching in and supporting each other. 	√		√	√
5. The ability to bring additional skills which are valuable to a small organisation and add value to a team.	<p><i>Examples of skills which would be useful:</i></p> <ul style="list-style-type: none"> You may be a journalist with an instinct for the story and experience in traditional media. You could speak languages in addition to English (particularly Spanish, Arabic, French). You have experience working in a charity on relevant issues e.g. human rights, humanitarian, development. 		√	√	√
KNOWLEDGE / QUALIFICATIONS					
6. You can demonstrate your commitment, passion and a professional journey relevant for our work.	<p>You could be a graduate or post-graduate in a discipline relevant for this role, with over three years' experience.</p> <p>You may not have a degree, rather you have considerable relevant experience working in journalism or communications.</p>	√		√	