



Communications Officer

Person Specification and Role Description

Full time (35 hours per week)

Peace Direct is dedicated to stopping wars, one person at a time. In conflict zones around the world, we support local people to stop violence and build long term peace.

Role Purpose:

The Communications Officer is primarily responsible for increasing the quality and impact of Peace Direct's communications output to increase our profile, income, advocacy and engagement with donors, supporters and other stakeholders.

Key Responsibilities:

Digital engagement

- Ensuring that Peace Direct's website (www.peacedirect.org) and social media are the best in class, including drafting, editing and publishing all content; commissioning content from PD staff and local partners, regularly updating the look and feel of the website and all other digital channels, and seeking ways to improve the user experience and interactivity across all digital platforms.
- Ensuring that Peace Direct's campaigns and advocacy messages reach a wide audience on all digital channels.
- Managing our email communications through Mailchimp, including the blog round up and welcome email series.
- Supporting the digital content needs of all UK and US fundraising products, such as peacepartner.
- Collecting content in-country and in collaboration with AWAY and other suppliers.
- Managing the SEO of online content (including Google adwords).
- Working closely with corporate partners, including AWAY, to deliver innovative content.
- Developing and monitoring tracking systems that will enable accurate evaluation of the cost effectiveness and value of all online activities, using Google Analytics, Facebook insights and Twitter analytics, amongst other tools. Adjusting activity to continually increase the quantity and quality of digital engagement.

Writing and editing printed content

- Providing written and editorial support for Peace Direct's Impact Report.
- Editing project learning summaries, and liaising with designers and printers to ensure that they are produced to a high quality and on time.
- Producing printed fundraising materials for a UK and US audience, and other branded merchandise under the direction of the Head of Fundraising and Communications.
- Writing and producing other printed corporate promotional material.

Support to press and PR activities

- Working closely with Peace Direct's communications agency and other suppliers to ensure that Peace Direct maintains a constant profile in the mainstream media and in targeted sector publications.
- Acting as the first point of contact for media enquiries.

Other

- Providing communications support to key organisational projects.
- Sourcing images and video content, ensuring suitable systems and processes for storage are in place.

All members of the Fundraising and Communications team are expected to:

Contribute to the strengthening of Peace Direct's reputation as a leading peacebuilding organisation:

- Be a 'brand champion', ensuring key messaging, materials and visuals are in line with PD's core brand values and identity.
- Represent PD at external events.

Develop excellent internal relationships:

- Work closely with PD colleagues to help deliver PD's strategy.
- Help ensure that the Fundraising and Communications team is fully integrated into all other aspects of PD's work.
- Act as a main point of contact both internally and externally for all matters relating to communications and brand.
- Perform any other tasks as directed by the Head of Fundraising and Communications and the Chief Executive, and working closely with the Senior Communications Officer.

Support organisational learning:

- Ensure that learning from projects is adequately captured and disseminated throughout PD.
- Work with colleagues to promote organisational learning.
- Ensure that other staff within the organisation have adequate knowledge about PD's fundraising and communications to enable them to do their jobs effectively.

Travel:

- Occasional travel in the UK to represent PD.
- Occasional overseas travel to meet with partners, supporters and/or visit projects.

Environment:

- The position is based full time at PD's office in London.
- Out of hours work and occasional travel, sometimes at short notice.

Discretion to Act:

Working within the framework of the strategic plan, the post holder will take responsibility for their own work and for reaching targets.

Person Specification

Essential

Technical skills/experience

- Educated to degree level, or qualification by experience.
- Proven track record of using digital and traditional marketing to achieve organisational objectives.
- Extensive experience and knowledge of social media strategy and integration with fundraising/marketing.
- Experience of developing integrated communications, PR or marketing campaigns, using a range of approaches.
- At least 2 years' experience in producing digital content for a commercial organisation or charity.
- At least 2 years' experience of editing written content.
- Passion for digital communications.
- Demonstrable ability to write high quality compelling content, aimed at different audiences.
- Management of external agencies or suppliers.
- Excellent written and spoken English.
- Proficiency in MS Outlook, Word and Excel.

Personal attributes

- Excellent interpersonal, relationship-building and team working skills.
- Able to interact well with a wide range of people.
- Highly organised, able to work to tight deadlines and on multiple projects.
- Positive self-starter, keen to find better ways to deliver tasks and objectives.
- Open and communicative, keen to help others achieve their objectives.
- Calm and positive under pressure.
- Strong attention to detail and commitment to quality.

Desirable technical skills/experience

- Degree in communications, marketing, journalism or another related field.
- Proven experience of dealing with reactive media including issues and crises management. planning and handling
- Experience of using DTP software such as InDesign.
- Experience of using Google Analytics.
- Strong affinity with our cause and knowledge of the peacebuilding sector.
- French as an additional language.