



Role title: Communications Officer

Reporting to: Chief Executive Officer

Direct reports: None

Location: A Rocha UK office, Southall, west London

Hours: 30 hours (0.8 FTE)

Salary: £21,000 per annum (pro rata) plus 7% employer's pension contribution

Contract type: Permanent

Purpose of Job:

To play a key role in A Rocha UK's mission of mobilizing Christians and churches to care for the environment, by writing copy for diverse audiences and managing our social media channels, working collaboratively with other team members including the Editor; and by contributing to the ongoing development and monitoring of our communications strategy.

Primary responsibilities

- Writing
 - Research and write monthly digital communications: eNews (email newsletter), Wild Christian, Eco Church Connect
 - Research and write copy for twice-yearly magazine, Root and Branch
 - Review and rewrite pages on ARUK, Eco Church websites, and other external spaces such as Charity Commission and Stewardship websites, where necessary
 - Regularly review and rewrite supporter journey communications (thank you letters, welcome communications, supporter conversion communications)
 - Write press releases for distribution

- Write copy for fundraising appeals and other supporter communications as necessary
- Social media
 - Monitor social channels for opportunities, and encourage participation by team and supporters
 - Produce regular original content posts tailored to specific channels
- Visual communications
 - Source compelling images to help audiences connect with messaging
 - Perform basic image editing
 - (resources permitting) create video content to help tell the A Rocha story
- Content distribution
 - Build and send emails to segments of our mailing list using Mailchimp, analyzing performance and learning how to best engage A Rocha UK's supporter base and the wider public
- Promotion
 - Proactively seek opportunities to publicize/share news from the wider team
 - Support the wider team in the planning and delivery of events, particularly in maximizing potential income from each event
 - Review and update material available for speakers/volunteers/exhibitions
- Contribute to wider organizational functions or projects, for professional development and organizational resilience, such as participating in the Magazine Editorial Group, being trained in compliance with charity communications regulations, or in editing, to back up the volunteer magazine Editor

Person Specification

Essential requirements

- Educated to degree level or equivalent experience
- Experience of writing to engage the public/supporters – for fundraising, or campaigning etc.
- A commitment to the Christian faith (A Rocha is a Christian charity and there is a specific operational requirement for the post-holder to be a Christian)
- An interest in conservation and the environment
- Able to thrive in a busy office with multiple ongoing tasks, with peaks of high pressure

Key competencies and skills

- Demonstrable ability to write compelling copy for diverse audiences
- Demonstrably good team player
- Demonstrable deep understanding of different social networks, their characteristics and audience profiles

- Understanding of the language of theology and Christian discourse
- Technological/digital fluency, including desktop and online applications
- Ability and willingness to initiate projects and see them through to completion
- Ability to work under pressure to tight deadlines
- Good people skills – assertiveness and diplomacy – to drive projects forwards effectively while maintaining good cooperative working relationships
- A quick learner

Desirable

- Experience of organizing events
- Experience of using website content management systems (e.g. WordPress)
- Experience of video production
- Experience of using Adobe Creative Suite applications
- Experience of the Mailchimp email platform
- Understanding of photography and ability to identify a good photograph
- Experience of editing material drafted by others