



# Communications and Engagement Officer

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>Job title:</b>	Communications and Engagement Officer
<b>Contract:</b>	Permanent
<b>Reporting to:</b>	Head of Communications and Engagement
<b>Salary:</b>	£35,937.99 rising on an annual incremental basis. War on Want also offers a 6% contributory pension scheme.
<b>Holidays:</b>	27 days annual leave, which includes four closure days over the Christmas period; rising to 29 days after three years' service and 30 days after five years
<b>Benefits:</b>	Interest-free loan for season ticket or bicycle purchase
<b>Hours:</b>	35 hours per week, including occasional weekend and out of hours working, for which time off in lieu will be given
<b>Based at:</b>	Old Street, London (homeworking currently due to Covid-19 and in line with government guidance)
<b>Responsible for:</b>	Occasional volunteers
<b>Deadline for receipt of applications:</b>	12 noon on Friday 19 March 2021
<b>Interviews:</b>	Early April 2021

### Job Description

War on Want is a dynamic, radical organisation working in the UK and with partners around the world to fight poverty and defend human rights, as part of the movement for global justice. We mobilise support and build alliances to fight for human rights and raise public awareness of the structural causes of poverty and injustice, empowering people to take action for change. We work in partnership and active solidarity with grassroots groups around the world.

Reporting to the Head of Communications and Engagement, the Communications and Engagement Officer will support the delivery of War on Want's communications and engagement strategy, as we look to grow our supporter base and reach new audiences. The successful candidate will contribute to the ongoing development of our new organisational website, will manage War on Want's social media presence, and will play a key role in developing our supporter emails and calls to action – to mobilise new and existing audiences and maximise the reach and impact of our campaigns and programmes work.

The role will liaise with journalists to publicise our work, and will play an integral role in our emerging content strategy: sourcing and developing high-quality, engaging stories, photographs and videos for use across our communications channels – to bring our human rights work to life and encourage our audiences to take action.

This is an exciting opportunity for a dynamic, talented communications professional to make an impact at a charitable organisation working for radical change. This year will see War on Want focus on building support for a Global Green New Deal and climate justice ahead of COP26, continue our campaign work on trade, militarism and workers' rights here in the UK, and our programmes work in solidarity with partners and allies in the Global South.

### **Key Tasks and Responsibilities**

- Ensure the ongoing development and maintenance of our new website, under the direction of the Head of Communications and Engagement, in line with our website goals.
- Work with colleagues in the Campaigns, Policy and Programmes team to create, edit and publish engaging blogs, website news and analysis content, and campaign calls to action.
- Use Google Analytics to assess website performance in line with site goals, carry out content testing and optimization to ensure that all content is optimised towards engagement goals, and liaise with our website developers to ensure the site is developed accordingly.
- Source, develop and edit engaging, high-quality stories, photographs, videos, and case studies for use across our communications channels, to effectively bring War on Want's work to life, and play a key role in the development of our emerging content strategy.
- Undertake photography and interviews with partners and allies (dependent on Covid-19 situation), and liaise and work with designers, filmmakers and photographers.
- Ensure War on Want's content library is accurately maintained and regularly updated.
- Manage and grow our social media presence including for Twitter, Facebook, and Instagram, trialling new creative approaches on both organic and paid channels.
- Draft and schedule social media content in conjunction with the Campaigns, Policy and Programmes team around key campaigns, programmes and external news moments.
- Draft, edit, set up and coordinate supporter emails and calls to action in Engaging Networks, in conjunction with colleagues across the organisation.
- Ensure supporter actions and emails are continually optimised and work with fundraising colleagues to develop supporter journeys.
- Proactively monitor and analyse digital communications and social media engagement activity to assess performance and inform future approach, and provide regular reports on activity against KPIs

- Proactively work to secure positive media coverage to raise War on Want's profile and maximise support for campaigns and programmes, income generation and movement building
- Respond to incoming media enquiries in a timely and effective manner, acting as a first port of call for journalists.
- Monitor and file media coverage, compile and share monthly coverage updates with the organisation, and support the maintenance and development of War on Want's media contacts database.
- Contribute to communications planning and scheduling, and work with colleagues across the organisation to ensure delivery of work meets deadlines.
- As part of the Communications team, ensure all external communications are on brand, and consistent with War on Want's key messages and style guidelines.
- Travel within the UK (and occasionally overseas in non-pandemic times) as required, with occasional out of hours work (for which time off in lieu will be granted).
- All other duties as required by the Head of Communications and Engagement, and commensurate with the post.

## PERSON SPECIFICATION

### Essential

- Significant professional experience of working in a busy communications role.
- Excellent copywriting, editing and proofing skills, with exceptional attention to detail.
- Experience of turning complex subject matter into accessible copy for external audiences.
- Experience of developing engaging and creative communications content for external audiences, and of identifying stories/angles of interest.
- Experience of editing photographs and/or videos, and of identifying and developing strong visual communications content.
- Digital fluency with an understanding of how the digital environment can be optimised to drive communications and engagement objectives.
- *Either* experience of contributing to the development and maintenance of an organisational website *or/and* experience of working with Engaging Networks, or similar supporter email/petition platform.
- Experience of using social media channels in a professional capacity to drive audience engagement.
- Experience of using analytics and reporting tools to monitor, evaluate, and develop digital communications.
- Strong interpersonal skills with the ability to build effective working relationships and effectively manage the needs of a diverse range of stakeholder groups.
- Results-oriented dynamic team player, confident working as part of a close-knit team, and on own initiative.
- Highly organised and adaptable, comfortable working across multiple projects and meeting deadlines, while managing competing, shifting priorities under pressure.
- Demonstrable commitment to the aims and values of War of Want.

## **Desirable**

- Experience of working with the media to achieve positive press coverage.
- Experience of identifying news angles, drafting press releases and an understanding of the media landscape.
- Experience working for a small-medium sized campaigning organisation or charity.
- Understanding of economic and social justice issues, and human rights in a global context.
- Experience of managing supporter communications calendars and/or supporter recruitment campaigns in a digital engagement/mobilisation context.
- Experience of optimising supporter emails and/or landing pages through A-B testing or similar
- Experience of managing Paid Social or other paid social media campaigns.
- Knowledge of Search Engine Optimisation and/or Conversion Rate Optimisation and/or related digital marketing disciplines.