



Job Description

Job title

COMMUNICATIONS OFFICER

Team

Global FUNDRAISING, MARKETING AND COMMUNICATIONS

Reporting to

HEAD OF COMMUNICATIONS AND CAMPAIGNS

Location

HYBRID – REMOTE, LONDON HEAD OFFICE AS REQUIRED

Hours of work

34.5 hours per week

Annual leave

26 days annual leave, plus bank holidays. Further days of leave will be earned after two years of service

Remuneration

£33,000 plus benefits

SPANA (The Society for the Protection of Animals Abroad) is the global charity for the working animals of the world. Since our foundation in 1923, we have worked where they work, to support the welfare of working animals, including horses, donkeys, mules, oxen and camels. Find out more at www.spana.org

Our vision

Our vision is a world where every working animal lives a healthy and valued life.

Our mission

Our mission is to transform the welfare of working animals in a world where animals, people and the environment are respected and thrive.

Summary of role

In this role, you will pro-actively deliver and support SPANA communications and campaigns projects and activities. Your work will range from ensuring working animals are represented in the global news agenda, to raising awareness of organisational and income-generating activities, in line with our strategy.

Key responsibilities

Media and PR

- Deliver local, national and international PR (both online and offline), supporting awareness-raising, global programmes, emergency, fundraising and advocacy activities and campaigns.
- Implement media plans in line with the global fundraising, marketing and communications strategy and in support of communications KPIs.
- Organise PR engagements and activities for media and other stakeholders as required.
- Produce and distribute press releases, articles, statements, case studies, Q&A sheets, position statements, briefings, press packs and other media materials.
- Identify opportunities for, and support the development of, appropriate content (video, imagery etc) for media release.
- Act as a first point of contact for media enquiries, providing out-of-hours media cover as required, including weekends.
- Maintain the SPANA media database.
- Manage the press cuttings archive, providing regular reports as required.
- Oversee the production of video news releases or other content for broadcasters and digital media, assisting and supporting the content team in editing footage.
- Scan the media and the internet on a daily basis for opportunities for comment, drafting responses as appropriate.
- Manage the media centre section of the SPANA website.

Communications and campaigns

- Work with the Communications and Campaigns team and colleagues to plan and implement strategic communications designed to grow awareness and understanding of the charity's work and support income generation activities.
- Work with Global Programmes staff to identify and realise potential stories of geopolitical importance (e.g. conflict and security, climate, food security, gender issues).
- Work with the Global Programmes team to realise opportunities arising from advocacy work.
- Support awareness day campaign activity, e.g. International Working Animal Day.
- Support the development of the ambassador programme, liaising with high-profile public figures, journalists, politicians and celebrities to assist in delivering media coverage.
- Support SPANA's campaigning (lobbying and influence) work at meetings with partners and other stakeholders.

Brand and content

- Write copy for SPANA publications, marketing materials and digital channels, such as the website and social media.
- Work with the Senior Content Officer, in-country teams and freelancers, to develop, catalogue and select content (photography, video, case studies).
- Oversee the production of promotional materials as required.
- Proof copy and review materials against brand guidelines on behalf of staff from across the charity.

Other

- Stay up to date with the latest developments in PR and communications.
- Contribute to SPANA content on third-party sites (e.g. Wikipedia).
- Monitor sector activity and advise key staff of relevant developments.
- Work as part of a team, supporting each other to achieve deadlines and team goals.
- Uphold and promote SPANA's values.

This job description is not exhaustive and may be subject to amendment and alteration over time to fit the changing needs of the team.

PERSON SPECIFICATION

<p>KNOWLEDGE, TRAINING & QUALIFICATION</p>	<ul style="list-style-type: none"> • Educated to degree level or equivalent or with comparable press, journalistic or communications on-the-job experience. • Knowledge of charity/not-for-profit communications. • Excellent knowledge of the UK media environment, including print, broadcast and digital. • An understanding international development issues, the importance of working animals and livestock in that context, and the international agencies and NGOs working in this field. • Professional qualifications and training in communications or journalism (desirable).
<p>EXPERIENCE</p>	<ul style="list-style-type: none"> • Experience of working in a busy press or communications environment, including interacting with national media. • Expertise in managing both reactive and proactive media relations. • An experienced writer, with the ability to produce engaging, persuasive copy that is tailored to the needs of particular audiences. • Experience of digital communications, including writing for the web. • Experience of media contacts databases, such as Gorkana/Cision. • Experience of working with content management systems (desirable). • Experience of promoting income-generation activities (desirable). • Experience of project management and delivering projects on budget and within deadline. • Experience planning media trips and activities, including internationally (desirable).
<p>SKILLS AND ATTRIBUTES</p>	<ul style="list-style-type: none"> • A proven ability to identify, develop and place a PR story. • Strong writing and editing skills. • Excellent attention to detail and proofreading skills. • An ability to communicate clearly with a diverse range of stakeholders. • Excellent interpersonal and persuasive skills. • Proven ability to work on balancing the competing demands of multiple projects, each with tight deadlines. • Good numerical skills and the ability to analyse campaign results. • An ability to create accessible and impactful media material from complex data and reports. • An understanding of working with influencers and high-profile individuals to support communications objectives. • IT literate, including Microsoft Office. An ability to rapidly adapt to new software, including media contacts databases. • French speaker (desirable). • An empathy with the objectives and values of SPANA.