###### groundwork logo 354 C Groundwork London Job Description

Job Title: Communications & PR Officer

**Responsible to:** Communications & PR Manager

Location: Flexible working across all Groundwork London offices, predominantly Waterloo, Hackney & Islington.

## Job Background

Groundwork London helps communities become greener, stronger and healthier. From helping vulnerable people out of fuel poverty to tackling the challenges of the climate crisis, we offer a range innovative environmental and social services.

The Project Communications & PR Officer supports the Marketing and Communications team and project delivery teams in promoting their projects. The role requires strong copywriting and project management skills and the ability to produce digital and print media. You will also develop compelling stories and engage with the press, plan and deliver events and be an ambassador for the Groundwork London brand. Graphic design skills and experience with InDesign is desireable.

You will work across across our community projects which involve environmental and social regeneration.

## Key Tasks & Responsibilities

* Champion the Groundwork London brand, ensuring appropriate use of the visual identity in all internal and external communication materials
* Work alongside delivery team members to develop communications strategies, ensuring requirements of specific funders are met
* Support and develop the media relations and press functions to ensure maximum media coverage
* Develop relationships with journalists within local, pan-London and relevant industry media publications
* Produce compelling project stories to use across all media, including case studies and social media
* Support our in-house Graphic Designer; undertaking design work across our projects using Adobe InDesign. This is not a requirement, but desireable.
* Liaise with external printers and other suppliers to obtain quotes and source materials and services
* Support the orgnisation of a small number of high profile events each year, managing the logistics including venues, refreshments and transport, ensuring maximum attendance through promotion and publicity

## Other Responsibilities

* Undertake any other related responsibilities as may be requested by the Director.
* Work with due regard for Groundwork’s core values and objectives.
* Ensure the effective implementation of and adherence to, the Trust’s Diversity, Equal Opportunities and Health and Safety policies and procedures.

## Personal & Professional Development

* Participate in the Groundwork London Performance Management and Appraisal process, and agree short, medium and long term goals with line manager, and direct line staff.
* Identify learning and development needs with line manager and evaluate T&D to demonstrate needs have been met.
* Share best practice and achievements, and actively seek opportunities to present outcomes and case studies.
* Contribute to the learning of others across the organisation by sharing knowledge and skills both informally and formally by participating in the trust’s training and development programme.

## April 2020

**HR ID: 015**

#### Person Specification

**Note to Applicant: When completing your application form you should demonstrate/evidence the extent to which you have the necessary education, experience, knowledge and skills identified as required by the application criteria for the post.**

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| **Position Name: Project Communications & PR Officer (Part-time & fixed term)** | | | | | | | | | |
| **Job****Factors** | **Criteria No** | **Person Specification Criteria** | **Ranking** | **Criteria to be tested by the following documents and/or activities** | | | | | |
| **E = Essential**  **D = Desirable** | **Application Form** | **Interview** | **Presentation** | **Practical Exercise Test** | **Work Simulation Test** | **Certificates or Qualifications** |
| **Education, Qualifications & Experience** | **1** | A relevant degree or equivalent professional qualification. | E | **✓** |  |  |  |  | **✓** |
| **2** | Ability to write effective and engaging copy suitable for publication and for a range of target audiences. | E | **✓** |  |  | **✓** |  |  |
| Competencies | **3** | Ability to design high quality communications materials including leaflets, brochures, reports and presentations using Adobe In Design. | D | **✓** | **✓** |  |  |  |  |
| **4** | Expertise in taking high quality photographs and using Adobe Photoshop. | D | **✓** | **✓** |  |  |  |  |
| **5** | Strong skills in the use of MS Office software. | E | **✓** |  |  |  |  |  |
| **6** | Ability to work to strict and demanding deadlines, and to undertake those tasks necessary to deliver results on time. | E | **✓** | **✓** |  |  |  |  |
| **7** | Ability to build and maintain productive working relationships with internal and external customers and partners. | E | **✓** | **✓** |  |  |  |  |
| **8** | Ability to plan, manage and deliver events and launches. | E | **✓** | **✓** |  |  |  |  |
| **9** | Commitment to the values of Groundwork and awareness of environmental regeneration and community regeneration. | D |  | **✓** |  | **✓** |  |  |
| **10** | Ability to work as part of a high performing team. | E |  | **✓** |  |  |  |  |
| **11** | Commitment to diversity and equal opportunities. | E | **✓** | **✓** |  |  |  |  |
|  | **12** | Willingness to work flexibly including occasional weekend and evening events. | E | **✓** | **✓** |  |  |  |  |