###### Picture 6Groundwork London Job Description

## Job Title: Communications Officer

**Responsible to:** Marketing and Communications Manager

Location: GW London Offices / remote working arrangements

## Job Background

Groundwork London works with communities across the capital to transform their lives and the places they live. We have been at the forefront of social and environmental regeneration in London for over 25 years, and today we have a simple mission: to create better places, improve people’s prospects, and promote greener living and working. We are passionate about creating a future where every neighbourhood is vibrant and green, every community is strong and able to shape its own destiny, and no-one is held back by their background or circumstances.

Our role as the Communications Team is to engage with London’s diverse range of communities, ensuring they know what services are available to benefit them, and to celebrate our good news stories. We work closely with project delivery teams to develop and implement communications strategies that are specific to each of our wide range of environmental and social action projects. This means we can effectively promote and increase engagement with our projects and services and highlight the real changes we make to people’s lives.

As Communications Officer, you will be an ambassador and guardian of the Groundwork London brand. The role requires strong communication and project management skills and the ability to produce high quality content for a range of different audiences across a range of media channels. You will be responsible for writing project communication strategies, producing creative content and copywriting, with an emphasis on online and social media, and ensuring these are delivered on time and on brief.

## Key Tasks & Responsibilities

* Write and implement communications strategies for projects or campaigns, ensuring the communication requirements of specific funders are met
* Communicate compelling stories and key messages to specific target audiences, including funders, partners, volunteers, beneficiaries, and Groundwork London staff
* Implement effective social media campaigns (organic and paid) across Groundwork London channels
* Produce high-quality content:
* That aligns with the specific project or Groundwork London communication strategy
* In a range of mediums, including video and sound
* For use across a range of media channels including but not limited to online, social media, print and OOH, PR
* Copywrite for different platforms and target audiences, with an emphasis on online and social media
* Set communications KPIs for your projects, with an emphasis on online and social media, and monitor and report against them, using learnings to optimise future communications
* Play a key role in the media relations and press office functions of the Trust, ensuring maximum media coverage for Groundwork London at a project and brand level
* Develop relationships with journalists within local, pan-London, and relevant industry media publications
* Edit and produce content for WordPress websites
* Schedule and manage Groundwork London and project-specific social media accounts, using management tools such as Sprout Social
* Support our in-house Graphic Designer and undertake design work across projects as required, utilising the Adobe Creative Suite (InDesign, Photoshop, Illustrator)
* Champion the Groundwork London brand, ensuring appropriate use of the visual identity and brand behaviours in all internal and external communication materials
* Support in the development of relationships with journalists within local, pan-London, and relevant industry media publications for the benefit of your projects
* Liaise with external printers and other suppliers to obtain quotes and source materials and services
* Support delivery teams in the organisation of high-profile events, organising the logistics, promotion, and publicity

## Other Responsibilities

* Take steps to ensure that any communications and marketing procedures you are responsible for are in full compliance with the Data Protection Act 2018 GDPR (General Data Protection Regulation)
* 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
* All staff, the Board, and volunteers will actively support, in their daily operations and duties, Groundwork London’s Environmental Management System

## 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

## June 2022 HR ID: 980/CO

**Person Specification – Comms Officer**

**Note to Applicant:** When completing your application form, you should demonstrate/evidence your experience, knowledge, skills & education in your application based on this criteria for the post.

| **Criteria** | | | **Essential Desirable** | **Application** | **Interview** | **Task** | **Certificate** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Experience** | 1 | Experience in writing and implementing communications plans for projects or campaigns | E | ✓ | ✓ |  |  |
|  | 2 | Demonstrable experience creating and implementing effective PR strategies and campaigns that contribute to a positive public image and identity | E | ✓ | ✓ |  |  |
|  | 3 | Broad knowledge and experience of creating content for and managing online and social media platforms | E | ✓ | ✓ |  |  |
|  | 4 | Experience setting communication KPIs, monitoring and reporting against them | E | ✓ | ✓ |  |  |
| **Skills** | 5 | Strong copywriting skills, that can be tailored to a range of mediums for varying target audiences | E | ✓ | ✓ |  |  |
|  | 6 | Knowledge of basic-intermediate graphic design principles and experience of applying them when producing content for digital and print mediums | E | ✓ | ✓ |  |  |
|  | 7 | Ability to design high-quality communications materials for use in digital and print mediums | E | ✓ | ✓ |  |  |
|  | 8 | A good working knowledge of Adobe Creative Suite (including Photoshop, InDesign, and Illustrator) | E | ✓ | ✓ |  |  |
|  | 9 | Commitment to the values of Groundwork & awareness of the positive impacts of environmental regeneration & community regeneration | E | ✓ | ✓ |  |  |
|  | 10 | Ability to work as part of a busy, high performing team working to strict deadlines, with the ability to undertake these to deliver results on time | E | ✓ | ✓ |  |  |
|  | 11 | Good use of Microsoft Office software suite. | E | ✓ | ✓ |  |  |
|  | 12 | Commitment to equality diversity, inclusion | E | ✓ | ✓ |  |  |
|  | 13 | Willingness to work flexibly including occasional weekend and evening events | D | ✓ | ✓ |  |  |
|  | 14 | Experience in building (from themes) and / or editing Wordpress websites | D | ✓ | ✓ |  |  |
|  | 15 | Ability to plan, manage and deliver events and launches | D | ✓ | ✓ |  |  |
|  | 16 | Understanding of Data Protection/GDPR in the management of personal/sensitive data | D | ✓ | ✓ |  |  |
| **Qualifications** | 17 | A profession/Communication/PR qualification | D | ✓ |  |  | ✓ |