

Communications Officer – Job description & specification

Job Title:	Communications Officer
Location:	The post is based at Childnet's Office in Brockley, South London.
Reporting to:	Deputy CEO / Communication and Campaigns Manager
Salary:	£28,000- £30,000 (depending on experience)
Working hours:	This is a full-time position, 35 hours a week, and work will be carried out during normal office hours from the Childnet Office. However the pattern of hours may vary according to operational needs and travel requirements.
Contract:	Initially 6 month fixed. There is a probationary period of 1 month. After probationary period the period of notice is one months in writing on each side – other terms apply to be discussed upon offer of employment.
Annual Leave:	25 days per annum plus statutory holidays.
Start Date:	October 2016

Introduction to Childnet

Childnet's mission is to help make the internet a great and safe place for children and young people. We are a small charity with ambitious plans and amazing staff. We have over 20 years' experience of delivering educational programmes, resources and campaigns to help create a better internet. We work in the policy space to influence the online environment and ensure that the needs of children and young people are listened to. Youth voice plays a central role in all of our work, and we involve young people in our education, policy and campaigns. We also empower young people take the lead in promoting a better internet through our Childnet Digital Leaders Programme, training young people to be peer educators in their school communities.

Our funders and partners include high profile names such as Facebook, Twitter, BT, the BBC, Premier League football clubs, and we work closely with a wide range of key stakeholders across government, industry, media, education, police and charity sector.

As one of three charities in the UK Safer Internet Centre, we are responsible for coordinating the award-winning Safer Internet Day campaign. The growing campaign involves delivering a range of innovative communications. In 2016 over a thousand organisations were involved and we reached 40% of UK children.

We are looking for a creative and hard-working Communications Officer to implement our communication strategy to increase awareness of our charity among our key audiences and deliver communications that are informative, influential and innovative. The Communications Officer will have the exciting opportunity to play a key role in the Safer Internet Day 2017 campaign that aims to reach millions of children and parents.

Key areas

- Working closely with the CEO and Deputy CEO you will deliver a range of communication activities to ensure Childnet and the UK Safer Internet Centre are seen as global centres of excellence by raising awareness of our advice and resources to key target audiences (including young people, parents, carers, teachers and the wider children's workforce), communicating about our achievements and effectiveness and providing thought leadership.
- You will be involved in many key operations of the charity, including communications, campaigns, fundraising, stakeholder engagement, events, education projects, youth participation and policy.
- Specific projects will include Safer Internet Day, the Childnet Film Competition and the Childnet Digital Leaders Programme, as well as the launch of key resources and events.

Responsibilities and tasks

1) Communications related activities. *This will involve:*

- Developing and implementing effective and innovative communication strategies for key projects and resource launches, and to engage our key audiences on an ongoing basis.
- Day to day responsibility for the content updates on the Childnet and UK Safer Internet Centre websites, including blogs and Google Ad Words.
- Coordinating mass mailings, including the Childnet newsletter and other promotional direct mailings.
- Maintaining our database (Salesforce) with records of key stakeholders, funders and marketing leads.
- Day to day responsibility for implementing the social media strategy and activities of both Childnet and the UK Safer Internet Centre including Facebook, YouTube, Twitter, Instagram and LinkedIn.
- Reinforcing the Childnet and UKSIC brands both internally and externally.
- Keeping up to date with the issues and concerns of users of digital technology, both parents and children.
- Leading on internal communication to ensure all staff are up to date with key developments and Childnet's activities.
- Playing a key role in coordinating events and researching opportunities for events.
- Helping to respond to media enquiries, drafting press releases and developing media stories, as well as maintaining a record of press coverage.
- Helping to engage key stakeholders and maintaining a database of contacts on Salesforce.
- Representing and speaking on behalf of Childnet at events and networking opportunities.
- Monitoring and evaluating the success of communication strategies and uptake of resources.
- Researching new partnerships and networking opportunities.

2) Fundraising related activities. *This will involve:*

- Researching funding opportunities for Childnet and working with the CEO and Deputy CEO to develop a sustainable fundraising strategy.
- Coordinating Childnet's charitable trust fundraising, including researching opportunities, maintaining a database of targets and applications, and developing fundraising applications
- Contributing to other fundraising strategies and bids, including fundraising through events, corporate partners, government, European Commission and wider.
- Advising the CEO and Deputy CEO about new developments and possible initiatives Childnet might take.

3) Policy related activities. *This will involve:*

- Briefing the team on policy developments and contributing to policy documents and submissions to official inquiries, and Childnet's own publications on policy issues.
- Working with the CEO and Deputy CEO to ensure Childnet is having a significant influence in worldwide in the debates about Childnet's issues of interest.

4) Other support

Childnet has a small flexible staff team and you may be asked by other staff to help deal with issues and needs that may arise. This will be done in consultation with your line manager. It is vital that we anticipate future needs and that you take initiative and are pro-active in responding to new projects, challenges and growth.

Person specification

The successful applicant will be an enthusiastic team player who is passionate about making a positive difference for children and young people.

They will be an excellent writer and communicator who can work closely with our small team to raise the profile of our charity and deliver innovative communications and campaigns.

With strong digital skills and the ability to learn new skills quickly, the candidate will be confident managing our social media channels and using a range of online tools for web editing, database management, analytics and content creation.

They will be able to juggle very different tasks, use initiative, think creatively, and address challenges flexibly and purposefully and have a proven ability to prioritise a wide range of commitments and work to tight deadlines.

Qualifications/experience – Essential

- Strong commitment to and passion for Childnet's mission and values.
- Educated to degree level or equivalent.
- Excellent written and verbal communication skills, and the ability to adapt style for different audiences/contexts.

- Strong administrative and organisational skills, with a good attention to detail, including maintaining accurate databases and records.
- Confident and enthusiastic team player.
- Able to use initiative and solve problems independently.
- Able to work under pressure and manage multiple deadlines.
- Strong digital skills, preferably including experience with MS Office (Outlook, Word, Excel), Customer Relationship Management software (preferably Salesforce), image-editing tools, and Mailchimp for creating attractive marketing emails and newsletters.
- Experience of writing content for blogs, websites, newsletters and other publications.
- Experience managing social media platforms (including Facebook, Twitter, Instagram, YouTube and LinkedIn) and using tools to schedule, monitor and evaluate activity.
- Knowledge of current trends in internet safety and children's use of digital technology.

Qualifications/experience – Desirable

- Experience of communications in a busy charity or community sector organisation.
- Experience of working with children and young people.
- Experience using Content Management Systems (preferably Drupal or Wordpress), with familiarity with other web tools such as Google Analytics and Google AdWords.
- Experience of running events and ability to liaise with a diverse range of agencies, companies and organisations in practical details.
- Experience of fundraising and project development.

To apply

Please email a **CV** with a **covering letter** explaining what skills and experience you would bring to the role as well as any other interest that you believe would be relevant to the role, to Hannah Broadbent at hannah@childnet.com.

Closing date for applications is **5pm on Wednesday 31st August 2016**.

Interviews will be held on **Wednesday 14th** and **Thursday 15th September**.

Employment is conditional upon receiving satisfactory references and DBS clearance.

Any updates to this vacancy will be noted on our website www.childnet.com/vacancies.