



Senior Communication Officer

APPLICATION PACK

October 2023



Empowering young people to take the lead in online safety education.

About Childnet

Helping make the internet a great and safe place for children and young people

Childnet is a children's charity with a mission to help make the internet a great and safe place for children and young people.

Since 1995 we have had a positive impact with our empowering, youth-led, evidence-based, collaborative approach to empower children and young people to use the internet safely and positively.

We are a small charity with ambitious plans and dedicated and passionate staff. From our [innovative resources](#) for 3-18s, parents, carers and teachers, to [pupil powered online safety](#) programmes, we have stayed at the cutting edge of the latest technology trends by speaking to thousands of children and young people each year.

Youth voice plays a central role in all of our work, and we involve young people in our education, policy and campaigns. We empower young people to 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.

As one of three charities in the [UK Safer Internet Centre](#), we coordinate the award-winning [Safer Internet Day](#) campaign, reaching millions of UK children every year.

We achieve a wide impact by influencing best practice and policy, both in the UK and internationally, working to shape the online environment and ensure that the needs of children and young people are listened to. We are represented on Meta's Safety Advisory Council, the Executive Board of the UK Council for Internet Safety and the Anti-bullying Alliance Advisory Group.

Our [funders and partners](#) have included high profile names such as the European Commission, UK Government, Meta, Disney, Microsoft, TikTok, BT, the BBC and Premier League football clubs, and we work closely with a wide range of key stakeholders across government, industry, media, education, police and the charity sector.



For further information on Childnet and our work see:

childnet.com

saferinternet.org.uk

Key projects and recent resources

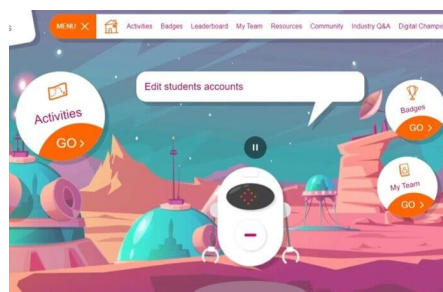
Want to talk about it?

Making space for conversations about life online



Safer Internet Day

On 7th February 2023 we mobilised 5,006 organisations, reached 50% of UK children and 37% of parents, and trended across social media.



Digital Leaders Programme

Our gamified learning platform trains children aged 5-18 years to be online safety peer educators.



Thrive Online

We have created resources to empower young people with SEND to build happy and healthy online relationships.



Film Competition

Our annual Film Competition sees hundreds of children create short films to inspire their peers to be kind online.



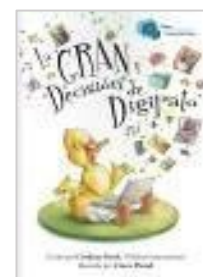
Youth voice

We embed young people's voice throughout our work and ensure that young people have their say.



Education visits

Our education visits provide interactive, discussion-based sessions for young people as well as parents, carers and educators.



Learning Resources

Our resources and storybooks help even the youngest internet users learn about how to be a good friend online.



Recent research

We've conducted large-scale research on critical thinking and misinformation, online hate, children's experiences of online gaming, expiring content and more.

About the role

We are looking for an enthusiastic Senior Communications Officer who is passionate about making change, who has the skillset to help our messaging and resources reach as many children, young people, educators, parents and carers as possible.

This role would be ideal for someone with experience of working in a busy communications and marketing team, who has an eye for creative and new ways to reach audiences, and a desire for making the internet a great space for young people.

This role would suit a team player who is as adept at working on daily content, as well as managing more project based strategy work, as this role requires someone who is able to apply their communications strategy skills to support the Communications and Marketing Manager across various projects, launches and initiatives.

The successful candidate will be responsible for the day-to-day delivery of the communications outputs, for some of Childnet's leading projects, including the Childnet Film Competition, Childnet blog, and our work within the UK Safer Internet Centre.

At Childnet we pride ourselves on the collaborative approach we take to tackling a broad range of online safety issues, our commitment to empowering young people and of championing youth voice. This role offers exciting opportunities to work closely with the internet industry, other charities, international organisations, as well as young people themselves.

Childnet is a proud equal opportunity employer, and we are fully committed to providing employees with a work environment that is diverse and welcoming, free from discrimination and harassment. Every applicant who passes the minimum requirements will be considered, no matter their age, gender, gender expression, disability, race or ethnicity, religion, belief, sexuality, marital status, or parental status.

Salary

Up to £33k per annum
(depending on experience)

Plus, employer's pension
contribution (currently 10%)

Location

At least 3 days in the office
and up to 2 days remote
working.

Our offices are 3 minutes'
walk from Brockley Station,
Southeast London.

Contract

1-year fixed term contract
initially

Working hours

Full-time 35 hours per week

Holiday

25 days per annum, plus
statutory holidays

Start date

ASAP

Reporting to

Communications and
Marketing Manager



Senior Communications Officer

The key tasks and responsibilities fall under several main areas:

1. Communications and campaigns (60%)

- Design and implement effective and innovative communication strategies for key Childnet and UK Safer Internet Centre projects and resource launches, and to engage our key audiences on an ongoing basis
- Manage the production and creation of the written blog content for the Childnet and UK Safer Internet Centre websites
- Manage and create communications assets including flyers, social media assets and video in accordance with Childnet and UKSIC brand guidelines and ethos.
- Project manage the scheduling and creation of content for the Childnet social media platforms including contributing to the social media strategy
- Work collaboratively across teams to shape the communications outputs of key campaigns such as Safer Internet Day, the Childnet Film Competition and the Childnet Digital Leaders Programme
- Contribute to the delivery of the Safer Internet Day campaign, including managing the supporters list, supporting with the social media and digital campaign, and taking on other communications tasks as needed
- Support the Communications and Marketing Manager to reinforce the Childnet and UKSIC brands, both internally and externally
- Monitor and evaluate the success of communication strategies and uptake of resources, contributing towards reports for funders and trustees as needed
- Draft press releases and contribute to the development of new media stories and angles
- Lead on internal communication to ensure all staff are up to date with key developments and Childnet's activities

2. Marketing (15%)

- Coordinate mass mailings and ensure that mailing lists are kept up-to-date, including for the Childnet newsletter and other promotional direct mailings
 - Develop, implement and budget for advertising campaigns across social media platforms
 - Handle day-to-day management of Childnet's advertising credit across social media platforms and Google Ad Words, including creating assets, scheduling posts, managing assigned ad credit budget and making suggestions for improvements or innovation
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3. Evaluation (10%)	<ul style="list-style-type: none"> • Measure success of communications campaigns in order to help the Communications and Marketing Manager to implement new strategies • Support the wider team with monitoring and evaluating the uptake of resources and advice • Use Google Analytics to track project milestones, create reports and evaluate the success of campaigns
4. Website and online platform maintenance (10%)	<ul style="list-style-type: none"> • Contribute to new ideas for the development of the programme and reach to existing and new audiences • Contribute new ways to engage and communicate with Digital Leaders through the online platform • Assist with the evaluation of the key projects, including data collection and analysis, contributing to evaluation and impact reports
5. General (5%)	<ul style="list-style-type: none"> • Support with awareness raising events such as Safer Internet Day, Film Competition and Digital Leaders events • Contribute content, support with events and maintain communication with key stakeholders for Childnet projects where required • Proof-read marketing and education materials when needed, ensuring copy is of a high standard • Work towards Childnet's strategic priorities including to provide inclusive and accessible online safety education for all audiences • Keep up to date with the issues and concerns of users of digital technology, including parents, carers and children • Keeping abreast of activities across the Childnet teams • Some projects may include the opportunity for overnight and international travel.

The above job description is not intended to be an exhaustive list of duties and responsibilities. The postholder may be required to take on other duties as requested by their Line Manager, commensurate with their job grade.

Person specification

Qualifications, skills, and experience – Essential

- A strong commitment to, and enthusiasm for, Childnet's mission and its values. See childnet.com/what-we-do/vision-and-values
- A relevant degree level qualification or equivalent experience
- Demonstrable experience of working in a communications role, in a fast paced charity or other organisation
- Experience of planning and implementing communications and marketing campaigns
- Strong digital skills, ability to use tools to create attractive marketing emails and newsletters
- Experience of writing content for blogs, websites, newsletters and other publications
- Experience of managing the social media presence of an organisation, including managing comments, scheduling, monitoring and evaluating activity (including on Facebook, Twitter, Instagram, YouTube and LinkedIn)
- Experience of evaluating success including using Google Analytics or other analytics tools
- Excellent written and verbal communication skills, and the ability to adapt style for different audiences and contexts
- Strong administrative and organisational skills, with a good attention to detail, including ability to maintain accurate databases and records
- Confident and enthusiastic team player
- Ability to use initiative and solve problems independently
- Ability to work under pressure and manage multiple deadlines
- Experience of using MS Office (Outlook, Word, Excel etc)

Desirable:

- Experience of working with children and young people, with awareness of online safety and digital trends that young people are facing today.
- Experience using a wide range of digital tools, including Customer Relationship Management Systems, Content Management Systems, with familiarity with other web tools such as Google AdWords, Campaign Monitor, Salesforce and social media scheduling tools (e.g. Buffer, Hootsuite)
- Video production and editing skills

How to apply

Please apply for the role through BeApplied: <https://app.beapplied.com/apply/wodhchfrzs>

To discuss this role informally before you apply, please contact Communications and Marketing Manager by email at Becca@childnet.com

Closing date for applications is 11:59pm Wednesday 15th November 2023 .

The first round of interviews will be held onsite or online in the week of the 20th November 2023.

Employment is conditional upon receiving satisfactory references and DBS clearance.

Closing date

11:59pm Wednesday 15th
November 2023

Interviews

First round interview the week
commencing 20th November
2023

Online or face to face to be
confirmed.



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