



JOB DESCRIPTION

POST TITLE:	Communications Officer
RESPONSIBLE TO:	Communications Director
HOURS	Full time
SALARY	Salary band: £30-35,000 (or equivalent in euros)
LOCATION:	London or Brussels

PURPOSE

- As part of the Communications team, the Communications Officer will support the delivery of Fair Trials' communications strategy. You will work closely with the Communications Director and staff across all of Fair Trials' offices to deliver communications that promote the organisation's work and campaigns to its key audiences.

RESPONSIBILITIES

Strategy: Work with the Communications Director to support the delivery of Fair Trials' communications strategy and advocacy plans.

Planning: Work with colleagues across Fair Trials to plan the delivery and production of external communications to deadlines.

Design and production: Produce and co-ordinate the production of written and audio-visual content that is accurate, relevant, engaging and communicates the human impact of Fair Trials' work. This may include infographics, social media cards, podcasts and videos.

Website: Manage, maintain and develop Fair Trials' website. Collect analytics to monitor how audiences engage with the site and identify creative ways to ensure the site meets their needs.

Social media: Distribute content through Fair Trials' social media channels. Collect analytics to monitor how audiences engage with our channels and identify creative ways to develop this.

Newsletters: Create engaging newsletters. Collect analytics to monitor how audiences engage with our newsletters and identify ways to improve this.

Writing: Develop, write and edit engaging website content, press releases, articles, reports, social media posts and other external communications.

Media: Promote Fair Trials' work through the media. This will include identifying media opportunities, pitching news stories and opinion pieces; drafting and distributing press releases; identifying and building relationships with journalists; liaising with media outlets; and media monitoring.

Events: Working with colleagues throughout Fair Trials to support the organisation and promotion of events (including online events). This will include: arranging venues, catering services and IT equipment; liaising with speakers; sending invitations and facilitating attendance; and promoting events through social media and the press.

Branding: Ensure that Fair Trials' visual identity is applied across all communication materials and platforms. Develop compelling key messages that communicate our vision, mission, work and impact. Create and maintain templates and guidance to help colleagues articulate the Fair Trials' brand.

General

Carry out any other duties commensurate with the post

Promote and implement Fair Trials' equal opportunities policy in all aspects of work

PERSON SPECIFICATION

This is a varied role and we do not expect candidates to have experience in all of the areas outlined in Responsibilities above.

Required

Experience and knowledge

- Educated to at least degree level
- At least two years' experience of working in a communications role
- Experience of creating and sharing content through social media channels in a professional context
- Experience of using website content management systems
- An understanding or interest in human rights and/or criminal law and commitment to the goals of Fair Trials
- The right to work in the UK or Belgium

Skills

- Written and spoken fluency in English
- Excellent communication skills – verbal and written
- Ability to build and maintain effective relationships with people within and outside the organisation
- A quick learner who is used to working well under pressure
- Excellent time management skills
- A team-player who is willing to be flexible depending on the demands of the organisation

Desirable

- Experience of graphic design software such as Photoshop and/or video editing would be an advantage

- Experience of managing the redesign of a website
- Experience of working within a campaigning organisation
- Knowledge of another European language would be an advantage