

JOB DESCRIPTION

Job Title	Communications Officer
Reporting to:	Head of Campaigns and Public Affairs
Location	Central London, with some remote working supported
Hours	Up to 37.5 hours/ 5 days a week Flexible working arrangements supported
Salary Band/Grade	2
Duration	Permanent

Background Information

About the Centre for Ageing Better

The Centre for Ageing Better is a charity, funded by an endowment from the Big Lottery Fund, working to create a society where everyone enjoys a good later life. We want more people to be in fulfilling work, in good health, living in safe, accessible homes and connected communities. By focussing on those approaching later life and at risk of missing out, we will create lasting change in society. We are bold and innovative in our approach to improving later lives. We work in partnership with a diverse range of organisations. As a part of the What Works network, we are grounded in evidence.

Job Purpose

This role sits within the wider Communications team which is responsible for the organisation's Strategic Communications, Internal Communications, Media relations, Social Media, Public Affairs, Campaigns, Events, brand, design and publications.

Key responsibilities will focus on managing campaigns, identifying opportunities to influence change and planning effective public affairs and communications activity to bring about impact. This will involve external representation, stakeholder management and commissioning and project managing external suppliers.

As well as managing projects, the post-holder will also be expected to be hands on across comms and public affairs drafting news and blog material, assisting with events and media relations.

Specific duties and responsibilities

The Communications Officer (Campaigns) will

- Work closely with the Head of Campaigns and Public Affairs and Head of Communications to develop and deliver ambitious integrated campaigns that influence policy and practice around Ageing Better's key issues. These plans will engage stakeholders from a range of different sectors, and in some cases the public, to achieve impactful change.
- Ensure all campaigns are integrated and planned strategically to deliver across our wide range of communications platforms including digital and events, and engagement with the media and parliament.
- Ensure all campaigns complement and inform our wider plans for stakeholder engagement, maximising opportunities to influence and engage.
- Create opportunities to reflect lived experience in campaigning work. Identify and collect compelling case studies and stories to support our campaigns. Ensure the end benefit to ordinary people of the changes we seek to make is reflected in all our communications implementation and evaluation of campaign activities.
- Ensure colleagues are supported in influencing change by being creative in suggesting innovative and impactful ways we can represent our work externally for best impact; working with others to ensure delivery of communications outputs from across the team.
- Ensure all campaigns are monitored and evaluated to assess impact and to inform and shape ongoing activity as well as our approach to campaigning.
- Build and maintain excellent relationships with all key staff internally and with partner and commissioned organisations' campaigns and public affairs teams to ensure stakeholder management around joint communications runs well.
- To take a 'change communications' perspective on policy development and programme/project planning, supporting other teams with ideas for and delivery of the best methods for external engagement.
- Take responsibility for understanding and being involved in the detail of a range of projects, being hands-on in helping with content production, as well as being a conduit for that project and the rest of the communications team.
- Contribute to the smooth and comprehensive communications planning and project management across all our topic and programme areas to maximise our reach and influence.

In addition, the post holder will work with others:

- To procure and manage suppliers, getting the best value for money and ensuring they deliver on time and to a high standard.
- To manage corporate projects including those that maintain our brand and credibility, and demonstrate our impact (e.g. facts and stats, Impact reports).
- To be hands-on in drafting and placing content of all types for programmes and the wider agenda.
- Undertake any other roles or responsibilities that may be reasonably required.

Act in line with Ageing Better's principles and values

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values

Person specification

Criteria	Essential	Desirable	How identified & assessed
Knowledge / skills			
Excellent organisational skills and ability to juggle multiple projects simultaneously, while maintaining a high degree of accuracy and professionalism.	✓		Application / interview
Excellent time management and prioritising skills; ability to work to tight deadlines.	✓		Application / interview
Excellent understanding of the UK public policy process, including the political and parliamentary system.	✓		Application / interview
Excellent verbal communication skills and experience dealing with a wide range of people.	✓		Application / interview
Good IT skills and experience using Word, Excel and PowerPoint.	✓		Application / interview
Skills in brand development, design and print management	✓		Application/interview
Excellent and fast writing skills with the ability to absorb often long and complex policy issues quickly and turn them into compelling clear content	✓		Application / interview/test
Experience			
Significant experience of working in a busy communications team, with strong experience of helping staff plan and deliver a range of outputs, as well as hands-on experience of delivering across a range of communications disciplines	✓		Application / interview
Experience of working on advocacy campaigns and helping to influence change in public policy	✓		Application / interview

Personal qualities

Commitment to Ageing Better's mission and principles	x		Interview
Collaborative approach and ability to build effective relationships with a wide range of people	x		Interview
Ability to take initiative and be creative in solving problems	x		Interview
Ability to work independently and collaboratively as part of a small team	x		Interview