



Post Holder:	Vacant (Maternity Cover)
Job Title:	Communications Officer – Maternity Cover
Department:	Campaigns
Reviewing Manager:	Senior Communications Manager

1. OVERALL OBJECTIVE(S) OF THE POST

The purpose of this role is to help end factory farming. This role will contribute by raising the profile of Compassion in World Farming (CIWF) by communicating its strategic objectives through engagement with all forms of the media and through the charity's own communication channels

2. POSITION IN ORGANISATION

- Reports to the Senior Communications Manager
- Collaborates with internal and external stakeholders at all levels
- Develops and maintains good working relationships with all members of staff, including volunteers

3. SCOPE OF JOB

- Work as part of the UK Communications team to raise the profile of Compassion in World Farming and its messages
- Take command of the ongoing monitoring, analysing and evaluation of UK media work
- Input into UK media strategies
- Implement and develop Compassion's High Profile Supporter engagement programme with the support of the Senior Communications Manager

4. DIMENSIONS & LIMITS OF AUTHORITY

- Responsible for ensuring that all messages are consistent with core values and principles and reflect strategic objectives and priorities
- Help guide Communications team interns
- Attend meetings on behalf of the UK Communications team when appropriate
- To build and hold good relationships with journalists and establish contacts with broadcast production companies

5. PERSON SPECIFICATION

Requirements to carry out the job effectively (and which may be developed). The requirements listed below are representative of the knowledge, skill, and/or ability required.

ESSENTIAL	DESIRABLE
Knowledge	
<ul style="list-style-type: none"> • Able to articulate succinctly and effectively our messages to the outside world • Able to write effective copy for different audiences • Good knowledge of UK media • Knowledge of how to use the media to raise the profile of a campaigning organisation • Proven track record of dealing with the media, for example in a press office, TV production or as a journalist • Proven record of gaining positive media coverage • Proven experience of using media monitoring services to report on press and social media reach 	<ul style="list-style-type: none"> • Experience of giving interviews or media training • Knowledge of farm animal welfare issues • Working knowledge of a European language other than English
Education / Qualifications & Training	
<ul style="list-style-type: none"> • Educated to Degree level or relevant equivalent certification 	<ul style="list-style-type: none"> • PR or Journalism qualification
Skills & Abilities	
<ul style="list-style-type: none"> • Outstanding written and verbal communication skills • Ability to work flexibly, juggle priorities and meet tight deadlines • Ability to pay close attention to detail • Good organisational skills • A people person - able to inspire as well as deal sensitively, assertively and diplomatically with people • An enthusiastic team player but also able to work on own initiative • Ability to produce clear and concise written material for a range of audiences including media, web, social and print • Ability to understand and appropriately deal with competing priorities • Ability to spot opportunities to get the organisation's messages into the media • Excellent IT skills • Experience of working with high-profile figures 	<ul style="list-style-type: none"> • A creative approach with the ability to develop new ideas • Proven experience of using social media in a campaigning capacity

JOB DESCRIPTION

Personal Qualities	
<ul style="list-style-type: none"> • Approachable and adaptable • Calm under pressure 	<ul style="list-style-type: none"> • Innovative and creative
Other	
<ul style="list-style-type: none"> • Demonstrable interest in farm animal welfare issues or a desire to know more • Prepared to assist with other projects 	<ul style="list-style-type: none"> • Interest in European/international issues and media



6. PRIMARY RESPONSIBILITIES

Essential duties and responsibilities include the following: Other duties may be assigned.

Monitoring and evaluation of Communications work

- Take ownership of ongoing UK media monitoring and evaluation work, including compiling of reports

Provide support to the Communications team in raising the profile of Compassion in World Farming through the media and other communications channels

- Identify, research and draft press releases, web news pieces, features, comment pieces, briefings, letters to the editor, scripts and other relevant publicity materials as and when required
- Write articles for in-house publications and draft copy for internal communications materials
- Contribute to the development of Compassion's website
- Contribute to the CEO's profile channels when needed by writing and editing social media posts, blogs and opinion pieces
- Proactively and reactively seek to increase appropriate media coverage
- Sell in stories regularly to media contacts by phone, written communications and in person
- Assist with organising press conferences and media stunts
- Contribute to the content on Compassion's social media channels
- To take part in the media team's out-of-hours on call duties

Develop and maintain our High Profile Supporter programme

- Work alongside the Senior Communications Manager to recruit and develop relationships with UK Patrons and high profile individuals
- Support HQ and international offices with recruitment and management of global celebrities
- Produce copy for High Profile Supporter newsletter and manage distribution

7. ADDITIONAL TASKS

To assist with other departmental duties where necessary, as listed below:

- Take due and reasonable care of oneself and others in respect of Health & Safety at Work.
- Act in a manner that enhances the work of the Compassion in World Farming and its overall public image
- In all work activities, comply with data protection legislation and Compassion in World Farming's requirements for the protection of personal information and the privacy of individuals
- Work on projects / tasks as specified by the Senior Communications Manager
- Attend and participate in meetings
- The job description is not exhaustive and you may be asked to carry out additional tasks which are appropriate to your experience, as required by your line manager