



Digital Communications Assistant

Job Description and Person Specification

Title: Digital Communications Assistant

Team: Communications

Salary: £18,540 - £24,282 pro rata (plus pension)

Hours: 4 or 5 days a week (28 or 35 hours), to be discussed at interview

Contract: Initially 12 months (with a probation period of 3 months)

Responsible to: Head of Communications

Location: The Old Music Hall, Cowley Road, Oxford, OX4 1JE

Climate Outreach is seeking an enthusiastic, committed individual with at least one year experience supporting an organisation's digital communications and a passion for tackling climate change.

This will be a stimulating and enjoyable job with many opportunities for building experience and developing new skills. You will be working in Oxford within a lively and enthusiastic team at the forefront of driving public engagement with climate change. Your role will be central to ensuring the success of our expanding organisation and its global work.

About Climate Outreach

Climate Outreach is a team of social scientists and communication specialists working to widen and deepen public engagement with climate change, in particular beyond the 'green bubble'.

Through our research, practical guides and consultancy services, our charity helps organisations communicate about climate change in ways that resonate with the values of their audiences and leads to action.

We have 15 years experience working with a wide range of international partners including central, regional and local governments, international bodies, charities, businesses, faith organisations and youth groups.

Job Description

The Digital Communications Assistant will support the Head of Communications and wider organisation to deliver quality services to our clients, funders and stakeholders and help us achieve our organisational goals.

As Digital Communications Assistant, you will play a central role in developing our online presence and activity to increase reach, engagement and interaction with our various audiences. You will help disseminate our new resources effectively and strategically, and measure the impact of our digital work. You will provide digital, creative, editorial, operational and administrative support to the Head of Communications. You will also stay abreast of trends, developments and opportunities in the digital communications field.

The responsibilities for this role will include the following, with the guidance of the Head of Communications:

Digital Communications (80%)

- **Websites:** maintain, update and help develop two websites: climateoutreach.org (our main website) and climatevisuals.org (a flagship project with its own website). This includes uploading new content, updating existing content and liaising with our external web developers for technical support. You will also help ensure we are optimising Google Adwords and SEO. We are in the early stages of redesigning our main website and you will have the opportunity to participate in that process.
- **Social media accounts:** maintain, update and grow our social media presence: Climate Outreach twitter, FB and LinkedIn + Climate Visuals twitter and Instagram. This includes creating engaging and impactful content and ensuring our messaging is brand-focused, timely and engaging. You will have the opportunity to develop our existing social media guidelines and strategy to increase engagement with our followers, and seek out new ways of connecting with our audiences.
- **e-Newsletter:** format our monthly e-newsletter with copy provided by Head of Communications, and help develop our e-newsletters to further engage our audiences.
- **Slidedecks:** create clear and visually engaging slidedecks for presentations by staff, using our slidedeck template and content provided by staff.
- **Monitoring, evaluation and reporting:** help monitor and evaluate the impact of our digital work, in particular putting together analytics reports for our website, social media and e-newsletter and helping to write internal reports on the Communication team's work.

General Communications and Administrative support (20%):

- **Event management:** provide logistical support for events, primarily an event happening in autumn 2019 that the Communications team is responsible for planning and delivering. You will also actively participate in external events where appropriate, and act as an ambassador for Climate Outreach.
- **Marketing materials:** help coordinate the creation of new marketing materials, providing support with drafting copy as needed, liaising with colleagues to obtain needed content, and liaising with our external graphic designers.
- **General administrative support:**
 - enter and maintain records in the organisation's CRM database for work relating to the Communications team
 - help respond to internal and external email requests for information
 - schedule and book rooms for meetings involving the Communications team
 - help produce agendas for meetings led by Communications team and take minutes during those meetings

Person specification

Essential

- At least one year's experience supporting an organisation's digital communications and/or running digital campaigns
- Experience maintaining an organisation's website using Wordpress and/or Drupal (uploading content, ensuring content is up to date, liaising with web developer for technical support etc)
- Experience creating analytics reports (eg Google Analytics for websites) and drawing insights from them
- Experience creating engaging and impactful content for an organisation's social media presence on a variety of social media channels (including Twitter, Facebook, Instagram, Linked'in, Tweetdeck or similar)
- Competent user of IT packages, e.g. Google Drive/Microsoft Office
- Basic graphic design skills, e.g creating graphics / infographics for an organisation's social media accounts
- Excellent organisational and time management skills and the ability to prioritise a varied workload and meet deadlines
- Excellent attention to detail
- Good writing skills
- Ability to work both independently and in a team-oriented, collaborative manner
- Flexibility and a willingness to learn and adapt within the work environment
- A commitment to Climate Outreach's values (see below)

Desirable

- A digital communications qualification
- Experience optimising Google Adwords and SEO
- Experience with social media advertising
- Video editing skills
- Experience of using a CRM database and doing bulk mailings
- Event management experience
- Proofreading/editing writing skills
- Experience working in a small charity, start up or social enterprise

Our Values

- Allowing wider sections of society to engage with climate change through their community values is a key element missing in addressing climate change.
- Climate change is not just an environmental issue but cuts across all areas of society: social, economic and political. We therefore prioritise both reaching diverse audiences and diversifying our team.
- We have an important perspective and contribution to make, but only ever have part of the picture and by working with others can collectively address the issue.
- As far as possible, we should exemplify and demonstrate ways of reducing emissions in the short term in ways that will have a meaningful systemic impact.
- Our personnel are our key resource and we will strive to ensure they are motivated by their role, have job security and seek to provide the optimal balance of support and challenge.
- We believe climate change exacerbates social injustice and this threatens stability and wellbeing for everyone. We work to address social injustice throughout our work and support democratic institutions.

Diversity and Inclusion

Climate Outreach is committed to creating a diverse environment and is proud to be an equal opportunity employer. All qualified applicants will receive consideration for employment without regard to age, disability, gender, marriage and civil partnership, race, religion and belief, sex and sexual orientation.