



## Communications Coordinator

### Job description and person specification

Climate Outreach is at the forefront of public engagement on climate change and is seeking a new colleague to coordinate our communications activities at an exciting time for climate action. The successful candidate will be an experienced communications professional with demonstrable experience of delivering a range of communications activities to meet strategic objectives.

You will support the Communications Lead, External Relations department and wider organisation to promote our work to target global audiences. Key to success in this role will be the ability to understand why our work is important and how to strategically communicate it in a clear, compelling and impactful manner.

This will be a highly stimulating and enjoyable job with many opportunities to contribute your expertise and develop new skills. You'll be working alongside passionate and supportive colleagues in a rewarding environment to build a social mandate for climate action – creating a society in which the majority of people support climate action.

**Salary:** Starting salary £24,328 – £27,031 (FTE)

**Benefits:** 3.5%–5% pensions (If eligible), flexible working arrangements, enhanced parental leave pay, cycle scheme and 33 days of annual leave.

**Hours:** 35 hours per week (5 days)

**Contract:** Permanent

**Reports to:** Communications Lead

**Location:** Preferably based in our Oxford office, but remote working is available for the right candidate. At the moment the team is mostly working from home (Covid-19).

## Job description

*Key tasks & responsibilities, with oversight & support from Communications Lead:*

### Digital communications channels

- **Website:** write copy, upload new content, ensure existing content is up to date, boost SEO, liaise with web developers for technical support when necessary, and help further develop our web presence as needed
- **Social media:** plan, create and post content to strategically engage and grow our target audiences, including paid advertising
- **Newsletter:** support with sending out organisational newsletters
- **Media monitoring:** use listening tools to monitor and report on our media profile
- **Google Ads:** create impactful ads using Google Ads charity grant, Tag manager etc
- **Stay up to date** with digital trends and opportunities in the communications field and make recommendations to the organisation as needed

### Project launches

- **Coordinate the launch of new projects** in collaboration with project managers, using our organisational platforms and tools (Google Drive, CRM, Asana etc)
- **Write clear, concise, compelling and engaging copy** about new projects, for use across our communication channels (website, social media, newsletter), adhering to our brand and style guide

### Monitoring & evaluation

- **Monitor, record and report** on the reach and impact of specific projects, as well as for our organisation more generally (eg using Google Analytics).
- **Provide key insights, learnings and actionable recommendations** to help achieve our organisational and communications strategy.

### General

- **Branding:** champion our brand internally; support with ensuring organisational outputs adhere to branding and style guide
- **Events:** promote our events, help look out for events we should be involved in, support in the design and delivery of our organisational annual event
- **Marketing materials:** work with the rest of the External Relations department to produce engaging marketing/sales materials to support income generation efforts
- **Info@:** manage this account which involves responding to communications-related emails and forwarding other emails to relevant colleagues
- **Collaborate with** other departments within our team (eg with Operations Department about communications team capacity)
- **Undertake other appropriate tasks** as required in the ongoing support of Climate Outreach's work.

# Person specification

## Essential

- At least 2 years experience supporting an organisation's communications work
- Excellent organisational and time management skills; ability to manage multiple tasks and priorities and meet deadlines
- Excellent attention to detail
- Excellent writing and proofreading skills, with an ability to communicate complex topics in a clear and engaging way to a wide range of audiences across web, social media, email and print
- Demonstrable experience of measuring, reporting on and learning from the performance and impact of digital communications
- Experience with Google Analytics, Google Ads, social media paid advertising
- Proficiency in office IT including Google's G suite applications, website software (eg Wordpress); coordination tools (eg Asana), CRM software
- Ability to work both independently and in a team-oriented, collaborative manner
- Ability to anticipate problems and find appropriate solutions
- Commitment to continuously improving processes and willingness to adapt to changing situations; a desire to learn and pick up new skills
- Interest in building public engagement with climate change and a commitment to the values of Climate Outreach (see below)

## Desirable

- Graphic design and/or video-editing skills for smaller projects not requiring external designers/videographers (eg graphics for social media posts; talking head videos) – or willingness to learn
- Experience in event coordination – or willingness to learn

# Our values

## Collaborative

- We co-design work with partners and seek to equip others with expertise and knowledge. We act in service to others and the wider movement.
- We empower each other by working closely together in a supportive manner, sharing ideas and knowledge. We actively seek to work without silos and with flexibility.

## People-centred

- We put people at the centre of the climate story, rather than science, technology, finance or policies.
- We treat each other with respect – as equals with concerns, hopes and aspirations.

## Credible

- We are evidence-based and research-led. Evidence is our starting point, not an add on.
- We seek to live by our values, including by reducing our carbon footprint. We know this isn't easy but we do our best. Where we struggle, we are open and honest about that.

## Integrated

- We act as a bridge between different sectors, disciplines and communities.
- We recognise that public engagement and the work we do is a part of the puzzle, along with the work by other actors in the climate sector.

## Focused

- We focus on doing meaningful work that makes a difference to our mission. We seek leverage points in order to create systemic change.
- We recognise the tension between committing to our work and maintaining our wellbeing. We do not sacrifice the wellbeing of staff to this value, because we recognise that happy staff allow an organisation to be dynamic and creative.

## Diversity and inclusion

Climate Outreach is committed to providing equal employment opportunity in all of its employment programs and decisions. We recognise that a diverse and inclusive movement is critical to solving climate change and that we must ensure that those directly impacted – particularly those who have been excluded in the past – are at the centre of the movement for change.

We do our best to make staff positions accessible to all potential team members, regardless of race, colour, national origin, ethnicity, age, disability, assigned gender, gender expression or identity, sexual orientation or identity, religion or creed, veteran status, and marital or parental status. We strive to recruit team members from communities most impacted by climate change or impacted by other kinds of environmental, social, and economic injustice. We therefore strongly encourage applications from people of colour, women, LGBTQ people and members of marginalised communities. Climate Outreach's Oxford office is wheelchair accessible.

If you are invited to interview for the position, do let us know if you would like any carer's costs that you incurred due to attending this interview to be reimbursed. Interviews will be carried out remotely due to Covid-19.

## How to apply

**How to apply:** To apply please complete our application form as well as our optional diversity, equality and inclusion monitoring form and email to [recruitment@climateoutreach.org](mailto:recruitment@climateoutreach.org) with the job title as email subject.

**Application deadline:** 9am Monday 28 June 2021

**Interviews:** Interviews will take place on Thursday 1 July, remotely due to Covid-19. Interviews will include a short exercise to complete just before speaking with the interview panel.

**Start date:** The role is envisioned to start sometime between the middle and end of August.