Job Description & Person Specification

Job title: Communications & Engagement Officer

Hours: 25 hours per week, Monday to Friday with occasional evening/weekend cover.

Salary: £26,465 FTE (£18,903.57 pro-rata)

Line Management: No staff or volunteer line-management responsibilities

Reporting to: To be confirmed

Job purpose

To plan, coordinate and deliver engaging, accessible and trauma-informed communications, and community engagement activity that raises Freeva'a profile, supports awareness of it's services and celebrates achievements. Working closely with the Chief Executive Officer, Service Managers, Fundraising & Partnerships Manager and wider team, the postholder will translate organisational priorities into effective communications and contribute to relevant management meetings.

Key Responsibilities

Marketing & Communications Strategy

- Support the development and implementation of Freeva's marketing and communications strategy, ensuring all activities align with the organisation's mission and values.

Marketing, communications and brand

- Plan and deliver communications activities aligned with organisational priorities.
- Write clear, accessible and engaging content for service promotion, campaigns, achievements and organisational updates.
- Design and coordinate posters, leaflets, newsletters, presentations, reports and digital materials in line with brand guidelines.
- Gather and communicate information from service teams while respecting safeguarding, consent and confidentiality.

Digital Marketing & Social Media Management

- Manage Freeva's social media presence, including Instagram, Facebook, TikTok and LinkedIn selecting channels and formats appropriate to each audience
- Plan, create, schedule and publish posts, graphics, reels, short videos, carousels and stories
- Maintain and update website content, news and blogs and identify improvements to accessibility, usability and search visibility.
- Monitor engagement, reach and audience growth, using insights to improve content and report on progress.

- Respond appropriately to public interactions and direct sensitive enquiries through agreed service and safeguarding channels.
- Keep up to date with social media trends and emerging platforms to explore new opportunities for engagement.

Community engagement and partnerships

- Build and maintain positive relationships with community groups, statutory agencies, health services, businesses and voluntary organisations.
- Identify, organise and attend outreach opportunities, conferences, awareness stalls and networking events.
- Represent Freeva professionally at hospitals, colleges, universities, community venues and partner events.
- Prepare resources and deliver information sessions or presentations when appropriate.
- Maintain records of contacts, outreach activity and outcomes.

Campaigns, events and fundraising communications

- Plan and coordinate awareness campaigns, including Domestic Abuse Awareness Month, 16 Days of Activism and other relevant national campaigns.
- Work with the Fundraising & Partnerships Manager to promote fundraising events, challenges, appeals and corporate or community partnerships.
- Prepare publicity, briefing materials and follow-up communications for events, awards and stakeholder visits.
- Support authorised media liaison and ensure appropriate consent and safeguarding arrangements for stories and images

Internal communications and management meetings

- Attend relevant management and operational management meetings and share updates, insights and recommendations.
- Provide updates on communications, campaigns, social media performance and community engagement.
- Contribute recommendations and ideas to organisational planning and service visibility.
- Collaborate with Service Managers and colleagues to identify communications priorities and coordinate agreed actions.
- Draft internal announcements, briefings and updates, and contribute to management and trustee reports.

Monitoring, reporting and project support

- Maintain an organised communications calendar and evaluate the effectiveness of campaigns, digital activity and outreach
- Produce concise progress reports supported by relevant digital and engagement metrics, with recommendations for improvement.

- Support consultation, research and lived-experience engagement projects where appropriate and ethically approved.
- Identify opportunities to improve digital resources, processes and collaborative working.

Public Relations & Media Outreach

- Develop relationships with local and regional media outlets to promote Freeva's work and increase public awareness.
- Draft press releases and coordinate media coverage for campaigns and events.
- Support the production of case studies and testimonials to highlight the impact of Freeva's services.

Person Specification

Essential Skills & Experience:

- Experience in marketing, communications, digital content creation or community engagement.
- Excellent written and verbal communication skills and proofreading skills for different audiences.
- Experience creating engaging content and managing organisational social media channels
- Ability to produce accessible visual and digital materials using relevant tools.
- Strong planning and organizational skills, with the to work independently, priotise and meet deadlines.
- Confident interpersonal skills and ability to build positive working relationships with a range of stakeholders.
- Creativity, initiative, adaptability and willingness to learn.
- Commitment to equality, diversity, inclusion and trauma-informed communication.

Desirable

- Experience in the charity, community voluntary sector.
- Knowledge of domestic abuse, sexual violence or related social issues.
- Experience using Canva, video-editing tools and WordPress, Elementor or similar systems.
- Familiarity with website accessibility, SEO, email marketing and digital analytics.
- Experience promoting fundraising campaigns, coordinating outreach events or delivering presentations.
- Experience producing impact stories, testimonials or case studies sensitively
- Relevant qualification in marketing, communications or digital media.