

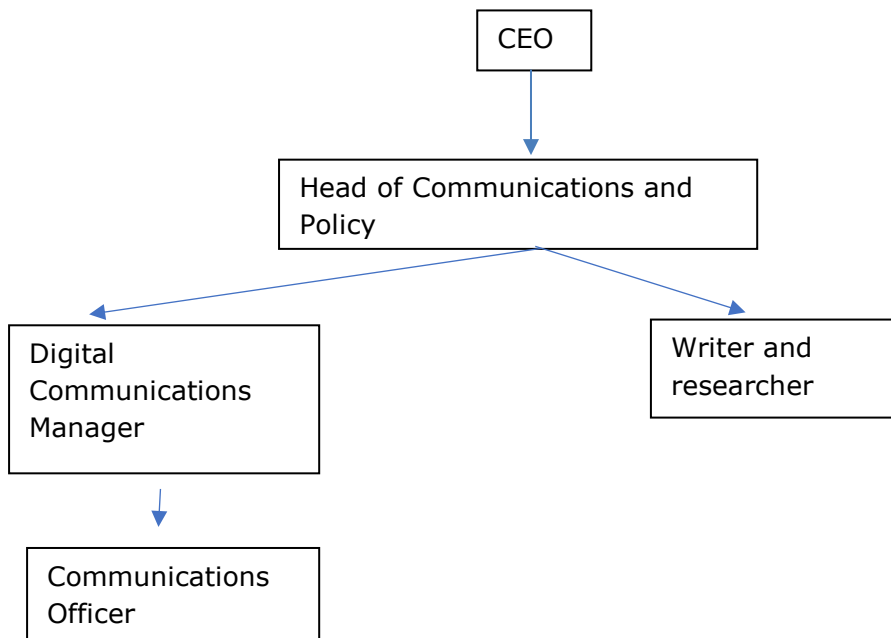
Job Title:	Communications Officer		
Unit / Department:	Communications and Policy team		
Bioregional Grade:	Project Officer		
Salary range:	£26,000-£29,000	Hours	37.5

JOB PROFILE

Main purpose of the role

The main purpose of the job is to provide communications advice, content creation, events management and social media support across the organisation to help us raise our profile, increase the uptake of One Planet Living across the world, and gain new partners to help us achieve our vision.

Position in organisation



Scope of job

This is a key role within the Communications and Policy Team at Bioregional. You'll be working with the rest of the team and across the organisation to help implement our communications and marketing strategy by:

- Creating compelling content to promote our work and services, including flyers, reports, brochures etc
- Providing communications advice and support across the organisation
- Events planning and marketing, including finding speaking opportunities for key members of staff
- Helping manage our social media channels and proactively creating social media content and monitoring our website and social media performance against our KPIs
- Managing and delivering our BedZED tours

The post is permanent and full-time, and is based at our offices at the award-winning BedZED eco-village in South London, on the mainline Victoria and Thameslink train lines.

Background

Bioregional is a charity that champions a better, more sustainable way to live. We work with partners to create better places for people to live, work and do business.

Our ambition is simple. We want to inspire people to live happy, healthy lives within the natural limits of the planet, leaving space for wildlife and wilderness. We call this One Planet Living. Bioregional developed the One Planet Living sustainability framework underpinned by ten principles covering areas such as health and happiness, carbon and transport, to achieve One Planet Living.

Qualifications and skills level

Essential

- Experience of managing the production of a wide range of communications materials, including reports, brochures, newsletters, etc
- An understanding of communications and marketing strategy and the communications needs of different audiences
- Experience managing social media channels, creating creative content and monitoring against KPIs
- A creative and compelling writer, with strong editing and proofreading skills
- Excellent verbal communication and interpersonal skills
- Experience of event planning and promotion
- Educated to degree level
- A personal commitment to, and good understanding of, sustainability
- Proficient in IT including Word and Powerpoint

DUTIES & KEY RESPONSIBILITIES

	Activity	%
1	<p>General communications</p> <ul style="list-style-type: none"> • Writing and editing blogs, press releases, case studies, manuals, web pages and other communications materials • Support with the writing and production of corporate communications materials, eg annual reviews & brochures • Identify and respond to comms and PR opportunities and requests from different project teams • Identify awards that Bioregional can enter and prepare submissions • Create and update website content 	35
	<p>Digital communications and marketing</p> <ul style="list-style-type: none"> • Help coordinate Bioregional’s social media activities, posting regularly on platforms to increase engagement and reach • Work with our Digital Communications Manager to devise and implement creative social media campaigns that stand out from the crowd • Work with our Digital Communications Manager to develop and implement our social media content calendar • Create digital marketing assets, eg videos, infographics, twitter cards etc • Help design, write and deliver segmented email campaigns and manage email lists via Campaign Monitor and Salesforce • Maintain records of media coverage and produce social media reports, proposing improvements based on analytics • Manage photo library and requests for photos 	35

3	<p>Bioregional events and tours</p> <ul style="list-style-type: none"> • Help manage BedZED tours and carry out tours, ensuring we maximise the communications and marketing potential of tours • Help organise and promote Bioregional events and Bioregional’s presence at major external events and exhibitions including Futurebuild • Identify and secure speaking opportunities for Bioregional’s CEO and other senior staff 	15
4	<p>Internal communications and staff engagement</p> <ul style="list-style-type: none"> • Support the production of Bioregional’s One Planet Action Plan • Support staff engagement activities around One Planet Living • Produce all-staff weekly update 	5
4	<p>Other</p> <ul style="list-style-type: none"> • Responding to email and phone enquiries • Training and development • Other reasonable duties 	10