



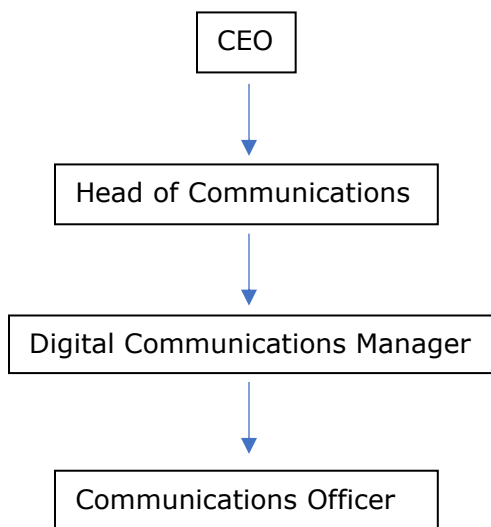
Job Title:	Communications Officer		
Unit / Department:	Communications Team		
Bioregional Grade:	Project Officer		
Salary range:	£23-£29,000	Hours	37.5

JOB PROFILE

Main purpose of the job

The main purpose of the job is to provide communications, social media and simple design 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 Team at Bioregional. You'll be working with the rest of the team and across the organisation to help implement our comms strategy, including:

- Creating compelling written and visual content for our social media channels
- Identifying and sharing positive stories about our work through press releases, blogs and newsletters
- Copy editing and managing the production of sustainability resources

- Supporting event marketing and planning, including tours of sustainable communities

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.

Salary: between £23,000 - £29,000 depending on experience, plus 6% employer's ethical pension contribution and 25 days annual leave, rising by one day a year up to five years' service.

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 deliver One Planet Living.

Criteria	Essential	Desirable	How assessed
People skills	<ul style="list-style-type: none"> - A helpful and friendly nature - Excellent verbal communication and interpersonal skills - Excellent organisational skills - Excellent attention to detail - Good time management skills - Ability to take initiative with creative ideas 		Application Form Interview References
Social media skills	<ul style="list-style-type: none"> - Experience of creating shareable written and visual content for social media across different platforms - Experience of tracking social media performance - An understanding of social media best practice 	<ul style="list-style-type: none"> - Experience of using scheduling platforms e.g. Hootsuite or Tweetdeck 	Application form Interview Examples of work
Visual content skills	<ul style="list-style-type: none"> - A good eye for design, with experience of simple layout of documents e.g. flyers, powerpoint presentations, social media graphics 	<ul style="list-style-type: none"> - Experience of using Indesign, Adobe Spark or Canva - Photo editing 	Application form Examples of work
Writing skills	<ul style="list-style-type: none"> - Excellent copywriting, proofing and editing skills 		Application Form Interview

			Examples of work
Digital skills	<ul style="list-style-type: none"> - Strong IT skills with extensive knowledge of Microsoft Office (specifically Word, PPT and Outlook) - Experience of adding content to a website 	<ul style="list-style-type: none"> - Email marketing tools e.g. Mailchimp or Campaign Monitor - CRM systems e.g. Salesforce - Understanding of SEO 	Application Form Interview
Experience	<ul style="list-style-type: none"> - At least two years' experience of working in a communications, PR or marketing role 	Event (online and offline) marketing and planning	Application Form Interview References
Commitment and knowledge	<ul style="list-style-type: none"> - Commitment to Bioregional's aims and objectives - A demonstrable personal commitment to sustainability - A good knowledge of corporate sustainability and/or the built environment 		Application Interview

DUTIES & KEY RESPONSIBILITIES

<p>Social media and digital marketing</p> <ul style="list-style-type: none"> • Coordinate Bioregional's social media activities, posting regularly on all platforms to increase engagement and reach • Work with our Digital Communications Manager to devise and implement creative social media campaigns • Work with our Digital Communications Manager to develop and implement our social media content calendar • Design, write and deliver segmented email campaigns and manage email lists via Campaign Monitor and Salesforce • Update and edit website content • Create visual social media assets, e.g. infographics, twitter cards, and simple videos 	40
<p>Editing and producing communications materials</p>	30

<ul style="list-style-type: none"> • Support in writing, editing and proofreading blogs, web pages, case studies and newsletters • Edit and proofreading longer print publications, working with designers and printers where necessary • Carry out simple design and layout projects, for example online publications, presentations and exhibition materials, working with external designers for more complex projects • Provide simple design support across the organisation where appropriate, for example supporting staff with the use of templates for reports, case studies, Powerpoint presentations etc. 	
<p>PR and events</p> <ul style="list-style-type: none"> • Identify opportunities for positive PR stories, write press releases and help write opinion pieces • Respond to requests from journalists about BedZED and other zero-carbon communities • Carry out BedZED tours, ensure quality control of tours done by other staff. • Support the promotion and organisation of Bioregional events 	15
<p>• Communications support</p> <ul style="list-style-type: none"> • Maintain photo library and visual brand collateral, and respond to requests for photos and brand collateral from Bioregional staff • Support Bioregional staff and Bioregional country offices with the provision of branding and design advice where appropriate, from brief to completion. • Maintain records of media enquiries and coverage • Support the digital communications manager to track digital analytics • Supporting internal communications, including staff engagement on sustainability as part of Bioregional's One Planet Action Plan 	10
<p>Other</p> <p>Any other reasonable duties, such as providing cover for other members of the Communications Team when absent; responding to external enquiries</p>	5
	100%