



CEE Communications officer

Role Description

Reporting to:

Chief Executive or designated officer such as Chair of Communications Team

Role purpose:

Driving communication work aligned with the CEE Strategic Plan, overseeing multi-channel activities that bridge academic and user communities, to support CEE's mission to provide evidence syntheses for vital environmental policy and practice issues as a public service

Potential key responsibilities:

- Working in conjunction with the Communications Team and with the other Teams and Centres to develop/deliver a communications strategy across the entire spectrum of comms disciplines including: evidence communication through policy briefs, social media and public relations, internal comms, brand marketing, digital and social media and production of materials
- Measurable Objectives: Report on and analyse all aspects of communications based on specific, measurable objectives or key performance indicators (KPIs) for each responsibility.
- Brand Management: Act as a 'brand guardian' across CEE ensuring consistency across all internal and external communications. Develop key messages and associated communications plans, lead on creating and maintaining appropriate and consistent language and terminology across all media
Crisis Communication: Identify issues that could potentially damage the organisation's reputation and recommend actions to mitigate this risk, working with CE and keeping Chair apprised as required.
- Networks: Develop network with media research units to access potential support through MSc projects and other approaches.
- Continuous Learning: Keep up to date on best practice within the charity sector generally and particularly changes to communications innovation, legislation and codes of practice and with the latest trends in communications, digital tools, and technology.

Publications

- Assist on copy-writing and production of CEE Policy Briefs, marketing materials and key publications including Annual Review

- Design, copy-write and distribute materials to promote publications, programme activities, events and other key information
- Oversee the management of a case study database

Website

- Take responsibility for the development and management of the website, including generating content, making improvements to functionality, maximising its potential and monitoring its performance

Social media

- Manage and expand social media presence, sourcing and sharing newsworthy information from across the charity. Produce regular reports detailing social media activity to share with staff

Publicity and media

- Increase the organisation's profile across media, and with influencers and organisations
- Develop relationships with target media representatives
- Assist with writing releases, articles and statements

Internal communications

- Enhance communications across CEE and develop an understanding of the charity's work and needs of its users
- Provide assistance to CEE volunteers on branding where necessary and ensure staff are well briefed on key communications issues
- Analyse all aspects of communications on a quarterly basis and prepare a report

Finances

- Prepare and monitor annual communications budget.
- Take part in funding discussions relevant to raising funding for communications.

Other

- Take an active part in the charity's external events
- Support the charity's fundraising, services, education and public affairs activities
- Participate in cross-functional projects

Person specification

Essential

- Degree level qualification or equivalent, preferably in a science communications related subject.
- Experience working in the field of communications and ability to demonstrate knowledge of a range of communications activities – media, websites, publications, marketing, social media, events, etc.
- Experience of working with a wide range of media, developing media strategies and relations, preparing press releases, etc.
- Experience of editing and producing publications (e.g. policy briefs).
- Experience working with websites, including web development, producing content for the web, etc.
- Proven experience working with social media platforms, such as Facebook, Twitter and YouTube.
- Excellent writing skills.
- Strong organisational skills with excellent attention to detail.
- Computer literate with good MS Office Skills.
- Excellent interpersonal skills including the ability to influence across the organisation and externally.
- Confidence to represent CEE externally including public speaking as necessary.

Desirable

- Good knowledge of science communication and the scientific process
- Awareness of the concept of evidence-based policy within organisations
- Experience of working for an international NGO, preferably in the environment or international development sector
- Strong interest or background in environmental management, or a willingness to learn about environmental issues.