

## Communications Officer

### Safe Child Thailand

**Reports to:** Head of Development

**Term:** 0.6 of a full time post, permanent

**Based in:** London, Clapham Common

**Salary:** £27,000 – 30,000 pa pro rata

**Pension:** Contributory pension scheme with 4% employer contribution

**Annual Leave:** 25 days' holiday not including bank holidays pa, pro rata

Job ref: SCT-CO20

**Start date:** As soon as possible

We're looking for an outstanding, visionary and dedicated Communications Officer to develop the communications function. This is an opportunity to use your excellent communication skills to improve the lives of vulnerable Children in Thailand.

This key role within the Development Team:

- Planning and managing the annual schedule of communications
- Developing and maintaining brand messaging and tone of voice across the charity, for a wide range of audiences
- Creating content and overseeing the content and design of all marketing materials and publications
- Working closely with the Digital Communications officer, to grow our digital and social media presence and increase our online fundraising income
- Other activities that will support the organisation.

The post holder will have a passion for storytelling, producing engaging content for Safe Child Thailand's key audiences across multiple channels, including (but not limited to) our new website (wordpress), social media (twitter, Instagram, LinkedIn and Facebook), mailing systems (Mailchimp), video logging (YouTube), blogging, reports, presentations (Powerpoint) and the creation of promotional materials.

You will also:

- Lead the production of SCTs Annual Review and other marketing materials and publications.

- Collect and analyse data from website analytics, email marketing reports and social media metrics.
- Need a knowledge of website development, SEO and content management systems to effectively manage SCT's website, creating and updating website content.

### Main duties and responsibilities

- Promotion of existing and new activities - to engage target audiences through communications and maximise fundraising, in a highly cost conscious environment
- Developing marketing materials and supporting activities and campaigns to support fundraising
- You will be expected to contribute to the growth of our online fundraising capacity and donations.
- Daily management of the website through the addition of new content and on site optimization
- Sourcing and securing press, TV and radio opportunities for SCT
- Oversight of communications at external events
- Strategy, analytics, and PR reporting

### PERSON SPECIFICATION

- Educated to degree level or equivalent in a related field (e.g. communications, marketing, development, international development, etc.)
- Confident self-starter, enthusiastic, highly motivated, with excellent planning, time-management and organisational skills with ability to stick to timetables for delivery of work and meet deadlines under pressure.
- Able to express ideas clearly, verbally and in writing, to a wide range of audiences. Strong copy-writing and editing skills with the ability to turn complex information into compelling stories and content.
- Ability to think strategically, identifying new opportunities
- Ability to think creatively, offering new ideas, concepts and solutions
- Well-organised and able to keep good records for data protection, confidentiality and financial purposes.
- You will have empathy with the aims, objectives and activities of the charity.

### Experience

#### *Essential*

- Experience of developing multi-channel communications plans and taking a communications campaign forward through different digital and offline channels.
- Excellent Communication, and especially writing skills, with an ability to adjust tone and content appropriately for different target audiences
- Able to optimise user journeys, maximise meaningful engagement and grow new audiences
- Experience of implementing branding guidelines and ensuring they are adhered to across the organisation.

- IT skills with the ability to commission and design/produce professional looking documents, publications, banners, branded materials etc.
- Design skills, and/or overseeing the design of visually appealing digital and non-digital content; graphics, films, image bank etc.
- Experience of responding to media enquiries, leading on and evaluating media coverage and PR.
- Knowledge of the digital charity landscape, including best practice for social media, web content creation and engagement strategies
- Experience using digital analytical tools (e.g. Google Analytics) to set realistic targets and measure engagement and

#### *Desirable*

- Interested in international development;
- Some knowledge of at least one of the SCT's key technical focus areas
- Country or regional knowledge relevant to the work of SCT
- Experience of managing Google Adwords account
- Experience working in marketing/PR/communications role in a charity environment.

## Equality and Diversity

We are committed to equality of opportunity for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.

## How to Apply

Please note that all applications will be reviewed on receipt and if we appoint a successful candidate we may close this vacancy at our discretion.

If you would like to apply for this position, please send your CV and Supporting Statement (No more than two sides of A4) addressing the Person Specification to [marsha@safekidthailand.org](mailto:marsha@safekidthailand.org)

Unfortunately, due to the high volume of applications that we receive, it is not possible to respond to everyone. If you have not heard from us within two weeks of applying for this vacancy, your application will have been unsuccessful.

No contact from agencies or media sales.