

### Role Profile

<b>Role Title:</b> Communications Officer	<b>Responsible to:</b> Operations Manager
<b>Department:</b> Vetlife	<b>Responsible for:</b> N/A
<p><b>Purpose of role</b></p> <ul style="list-style-type: none"> <li>• Responsibility for preparation and implementation of communications initiatives to support Vetlife.</li> </ul>	
<p><b>Key responsibilities</b></p> <ul style="list-style-type: none"> <li>• Understanding the objectives of the charity, and providing communications and marketing support to achieve these;</li> <li>• Developing and implementing Vetlife’s communications strategy;</li> <li>• Providing marketing and event support including pre-event packing and preparation, entering post event feedback, and attendance at events throughout the year;</li> <li>• Copy writing for different audiences, purposes, and media - including digital, press, social and print;</li> <li>• Acting as project manager for relevant marketing and communications projects;</li> <li>• Proofing designs and copy, and making amends where necessary;</li> <li>• Building and maintaining good relationships with colleagues, Trustees, volunteers and key partners—ensuring clear, consistent communication;</li> <li>• Managing the communications budget alongside the Operations Manager, ensuring activities are delivered to plan, to a high standard, on time and on budget;</li> <li>• Time management and managing workload to ensure tasks for each function are completed, identifying and raising any concerns with the Operations Manager;</li> <li>• Carrying out market research for charity’s functions as required;</li> <li>• Maintaining overall responsibility for tasks and their deadlines;</li> <li>• Forming excellent working relationships with external suppliers, including design, print, marketing, web and research agencies to ensure the charity’s functions get excellent service and maximum return for the money that is spent with them;</li> <li>• Collating and distributing marketing materials to individuals, practices and interested parties;</li> <li>• Supporting and communicating with fundraisers;</li> <li>• Managing social media platforms;</li> <li>• Managing and updating website;</li> <li>• Managing communications calendar;</li> <li>• Reporting on communications activities to the Board;</li> <li>• Other duties commensurate with the role as agreed with Operations Manager.</li> </ul>	
<p><b>Scope of role</b></p> <ul style="list-style-type: none"> <li>• Organise and plan own workload and set priorities with the Operations Manager;</li> <li>• Work, on a day-to-day basis, with minimum supervision;</li> <li>• The role will involve national travel.</li> </ul>	

## **People**

- Develop and maintain close relationships with colleagues in related functions covered by the role;
- Work with external partners, suppliers, designers and agencies as and when necessary;
- No direct people management.

## **Initiative/innovation**

- Identify new opportunities to enable communications objectives to be achieved;
- Develop a good knowledge of the operative environment, in order to identify new opportunities when they arise.

## **Resources**

- Ensure that communications activities are delivered to plan, to a high standard, on time and on budget.

## **Influence/impact**

- To liaise with key partners including veterinary associations and organisations, and where appropriate identify areas for collaboration;
- Be the brand guardian for the communications functions covered with the role – ensuring charity image guidelines and tone of voice are upheld and used consistently across all communications materials, that they are produced to a high standard and deliver an excellent return on investment;
- Represent the charity's communications functions at internal and external events in a professional manner.

## **Knowledge, skills and expertise**

### Essential

- Previous experience of working within a marketing/communications role;
- Excellent copy writing and proof reading skills, and experience of writing copy for different audiences and different media;
- Excellent organisational and time-management skills;
- Experience of working with agencies and designers;
- Proficient at using Microsoft Office suite;
- Strong communication, teamwork and negotiation skills;
- Problem-solving skills and diplomacy;
- A flexible and adaptable approach;
- The ability to manage budgets;
- Marketing/communications or related degree.

### Desirable

- Proven project management experience;
- Knowledge of charitable communications activities
- Understanding and experience of event management or participation.

