



Stratford  
Town Trust

at the heart of our community

## **Job Description**

Communications Officer

Full Time – One Year Fixed Term Contract

## **Job Purpose**

Reporting to the Grants Manager and responsible for the planning and delivery of a broad programme of communications across various channels, including website; social media; print and online to key groups, such as stakeholders; members; the Stratford-upon-Avon community; groups and charities, in support of the Communications Strategy.

## **Key Responsibilities**

- Work with the CEO, Grants Manager and Community Development Manager to devise and review the Communications Strategy in line with the aims as set out in the Strategic plan
- Manage a forward plan of communications activity including but not limited to press releases; social media campaigns; website refresh and maintenance; direct communication to members, stakeholders and the community
- Manage and advise CEO on promotional strategies
- Develop and produce communications material – writing, editing, coordinating or commissioning copy and images as appropriate.
- Work with the CEO and Head of Finance to devise and deliver the Annual Review and bi-annual Activity Reports
- Manage and develop the Stratford Town Trust websites to ensure that they remain fresh and relevant to target groups
- Maintain social media accounts coordinating messaging across other staff with editing rights
- Manage email and direct mail communication with members
- Draft press releases and statements to deadline, ensuring accuracy
- Ensure that all communications promote and support positive reputation management and public affairs
- Ensure a consistency of tone and quality across all channels and content
- Work across all areas of Stratford Town Trust to identify and exploit media opportunities
- Work with external PR & communications agencies as required
- Communicate regularly with and support colleagues regarding social media planning and posting and any other digital activity
- Generate printed/digital marketing materials including copy and image generation, briefing, proofing and distribution
- Engage new and existing groups through social media channels and networks, helping to build a dialogue and manage relationships
- Play an active part in team meetings
- Develop positive relationships with relevant external stakeholders and organisations

### **Essential Attributes**

Strong written and oral communication skills  
Good administrative and organisational skills  
A keen attention to detail and focus on accuracy  
Ability to work alone and use initiative  
Ability to establish and maintain excellent working relationships with staff and external stakeholders  
Experience or interest in the grant giving charity sector  
Excellent networking skills and ability to nurture contacts  
A clear and convincing communicator  
A resourceful thinker with initiative and flexibility  
Committed energetic and motivated team player  
Proficient in all Microsoft applications  
Experience in working as part of a small team  
Willingness to undertake some evening/weekend work as required

### **Desirable Attributes**

Experience within a grant making environment  
Knowledge of the charitable sector

Salary: £25k FTE