Job Specification: Communications Officer

Department: Business Development
Scale: HQ 2
Line managed by: Communications Director
Location: MAG HQ, UK

MAG's Vision: A safe and secure future for men, women and children affected by conflict and insecurity.

MAG's Mission: Our mission is to save lives and build futures by clearing landmines and unexploded bombs, by reducing risk and by supporting improved management of weapons and ammunition, to create secure conditions for development.

Job Purpose: Support the digital, media and fundraising teams to proactively deliver creative stories and projects to support MAG's communications strategy and raise the visibility, awareness, influence and funds of the organisation. Provide high quality copywriting, editing and digital promotion services including maintaining and developing MAG's website and designing and developing online and print materials to engage key audiences.

Job Description

Communications & Brand Management

- Support the delivery of a communications strategy that promotes MAG's brand and key messaging.
- Produce briefing documents, publications, case studies and other copy that will deliver MAG's strategic goals and objectives to target audiences.
- Develop, promote and monitor adherence to organisational brand guidelines.
- Liaise with colleagues within MAG's international network on issues and events and ensure a good flow of relevant information from the field.
- Provide communications support and advice to other HQ departments and field staff.
- Maintain a communications calendar of key dates and events.
- Collate and distribute MAG's weekly sitrep.
- Support the development and delivery of communications training.
- Design infographics and case study/reporting templates to present the impact of MAG's work.

Media

- Support the Media Coordinator with the production of press releases for national and international media.
- Help identify and secure opportunities for proactive and reactive media coverage.
- Help maintain journalist databases for key areas and issues.
- Help monitor, evaluate and report on media coverage of MAG, its competitors and relevant issues.

Digital

- Help the Digital Coordinator maintain and develop the MAG website, ensuring it is up to date, accurate and aligned to MAG's style guide and brand guidelines, including liaison with website developers.
- Source, edit and write blogs, pages and articles for the website.
- Contribute to the development of audio-visual and digital projects which promote MAG to primary audiences.
- Work with the Digital Coordinator to develop and drive MAG's social media channels to engage target audiences, including sourcing and generating ideas for compelling content.
- Provide digital engagement advice and support to HQ and field staff as required.
- Conduct analysis and evaluation of MAG's online engagement with primary audiences.

General

- Input into the development of team business plans and budgets.
- To be open to change and demonstrate a flexible and adaptable approach
- To work collaboratively with others and be a supportive and effective team member
- To participate in training, travel and other activities as requested.

All HQ staff are expected to undertake the following general duties:

- Work within the framework of MAG's core values, promoting its ethos and mission statement.

- Work towards achieving programme and/or department business plan objectives
- Ensure familiarity with and adhere to all MAG policies and procedures and keep informed of MAG activities.
- Travel overseas, sometimes to developing countries and areas of conflict, as and when required.
- Understand and uphold the standards outlined in MAG's Safeguarding Framework, acting with due care and attention to safeguard the wellbeing of anyone that comes into contact with MAG's work and reporting concerns if they do arise.

This is a non-contractual document that can be varied from time to time as circumstances dictate. This job description is intended to summarize the main duties and responsibilities of the post; this is not intended to be a full and exhaustive list of tasks. All MAG staff are expected to demonstrate flexibility and willingness to perform appropriate tasks when the need arises.

Person Specification

Essential Experience

- Experience in producing high quality digital and print materials
- Experience of working in a varied communications role.
- Experience of managing a website and social media channels.

Essential Skills and Knowledge

- Excellent written and oral communications skills, including proven ability to communicate engagingly
- Web-based publishing skills, including experience of content management systems.
- Desktop publishing skills using Apple Mac or PC and knowledge of (or willingness to learn) Photoshop, InDesign and Premier.
- Ability to understand complex and technical information quickly and be able to convey this in an engaging, effective format to a variety of audiences.
- Excellent interpersonal skills, including the ability to work with different teams, supporting others to communicate effectively, motivate and influence staff, network, and work collaboratively to solve problems.
- Meticulous attention to detail and accuracy of information.
- Strong organisational skills with the ability to create, implement and maintain archiving systems.

Essential Aptitude

- Proven ability in communications working on major projects, with proven skills in social media, digital communications and/or press and public affairs.
- Ability to identify communications priorities and stories, including case studies, and deliver them in a way that meets strategic and audience needs, including on social media and blogs.
- Demonstrable ability to produce inventive content across a range of media and channels, including video, photos, social and audio content and manage editorial guidelines to drive engagement.
- Ability to plan, implement, monitor and evaluate communications activity and engagement, demonstrating innovative and creative thinking.
- Demonstrable ability to work under pressure, with strong time management and proven to deliver to deadlines.
- Ability to analyse complex issues and translate them into easily accessible and comprehensible messages.
- Committed to the vision, mission and values of MAG.

Desirable

- Basic knowledge of HTML
- Experience within the NGO sector
- A qualification in a related discipline (journalism, communication)

January 2019

Signed employee:	**Date:**
Signed manager:	**Date:**