

Communications Officer Role Description

Role Summary

Our Communications Officers are essential to raising the profile of the Society. You will showcase local initiatives and national campaigns, inspiring people to support us and get involved with our activities.

In this key local role you will ensure that the BHS brand is consistent at the local level and our communications (internally and externally) help us to build the local BHS community.

You will have the opportunity to support us to develop newsletters and resources, increase social media presence and engage with local media.

What's in it for you

You will be part of a vibrant and expanding volunteer team, helping us to bring our charitable work to life.

You'll be meeting and talking to lots of people developing relationships with local contacts and those who deliver our charitable and educational work locally.

Through the publicity of local activities and supporting us to regionalise and localise National Campaigns and issues, you will build your practical media and communications skills and experience.

Main duties and responsibilities

You will undertake a variety of media and communications activities to raise the profile of the BHS in your area, this will include:

- Coordinating all local promotional materials, including posters, leaflets and newsletters, ensuring brand guidelines, template resources and BHS literature are used effectively.
- Collating photographs and film if possible of local activities that meet BHS standards and can be used in local, regional and national publicity.
- In conjunction with your Development Officer collating and uploading local events, training, news stories and volunteer case studies and vacancies to your area on the BHS website.
- Establishing and maintaining a local social media presence to engage members and non-members with local activities and national news.
- Collating news and photographs for your Development Officer/Director to include in local and regional e-news.
- Developing and producing newsletters to be distributed locally and with British Horse.
- Generating local media coverage about your activities and localising national stories.
- Establishing relationships with local media contacts and adding them to the national media database.

Skills and Knowledge

Essential

- An interest in media and communications
- Excellent spoken and written language skills
- The ability to put things clearly and simply so that others can understand them
- Ability to project a professional image consistent with our brand and standards
- Efficient and orderly method of work

Desirable

- Use of standard BHS template for Newsletter
- Experience of using social media from a charity or business perspective
- Experience of working with the media

Training and Support

The Marketing and Communications team will support you throughout your role. They will work with you to design an induction plan specific to your area and your skills and look to identify training or mentoring opportunities.

Your local Development Team member and Chairman will provide you with local guidance and support.

Resources

You will need a computer with internet and email access and must be willing to receive email, telephone and written correspondence from the BHS, committee volunteers and organisations and individuals involved in your communications activities.

It is beneficial if you have the ability to travel and have access to a vehicle that you can use in your role.

We will provide you with:

- Brand Guidelines
- Template resources and materials
- Media and Communications guidance and toolkits.

Your Commitment

We ask all our Communications Officers to commit to a minimum of one year term. On average our Officers contribute a minimum of 1 day a month to the role. Due to the nature of the role it will require some evening and weekend meetings and events. You will need to attend your committee meetings and it is beneficial if you can play an active role in their events and activities to collate and share news stories.

How do I get involved?

Complete an enquiry form and the Marketing and Communications team will contact you to discuss the role.