

Person Specifications – Communications Officer

Essential

- At least two years' experience in external communications (preferably in the not-for-profit sector) or journalism.
- Strong track record of delivering successful and innovative communications campaigns via digital and social media channels, including evaluation.
- Excellent written communications skills and proof-reading skills and demonstrable experience of writing emails, newsletters, press releases, features, blogs and/or promotional materials.
- Ability and demonstrable experience of presenting complex information, including key campaign messages and scientific research to a range of audiences in a clear, inspiring and confident way to achieve desired outcomes.
- Ability to work on own initiative and as part of a team, and willingness to 'pitch in' as required in a small organisation.
- highly organised, self-motivated and happy and able to work efficiently and independently from home.
- Motivated to be successful and achieve targets.
- Proficient in using MS Office and CRM databases (experience with ETAP desirable)
- Experience of using email marketing software to deliver campaigns (knowledge of Constant Contact desirable)
- Experience of using social media scheduling software and producing graphics for use on social media (knowledge of Hootsuite and CANVA desirable)
- Available and willing to work flexibly some evenings and weekends, as required
- Willingness to travel to central London periodically for meetings (health situation permitting)

Desirable

- Knowledge and interest in breast cancer/cancer health/environmental issues.
- An understanding of the health sector and/or cancer prevention policy.
- Educated to degree level or equivalent in mass communications or media relations
- Experience of using web content management systems (knowledge of WordPress)
- Experience in scientific writing

Attributes

- Empathy with Breast Cancer UK's aims, values and objectives
- Have an affinity with environmental, health or cancer NGOs
- Strong team and collaborative worker
- Sound judgement and the ability to make effective decisions
- Hard-working and reliable
- Well organised and self-motivated, Excellent and consistent attention to detail
- Able to work to tight timeframes
- Content to work from home on their own initiative with limited physical contact with team members.