



Job and person specification: Communications Assistant

Department:	Communications
Location:	National CPRE, London N1
Reporting to:	Communications Manager
Responsible for:	n/a

Job summary - the big picture

To support and lead delivery of creative audience engagement and communications activity, with a focus on video content, that contributes to our campaigning, brand and fundraising goals. To provide administrative support for communications projects and deliver high quality reports on aspects of our content and communications.

Scope

- Contributes to operational decision making and makes function-based, activity level decisions, getting sign-off for those with moderate risk.

Key people – who you will be working with

- Internally – colleagues in the policy, campaigns and communications directorate.
- Networks – CPRE local group staff and volunteers.
- External - stakeholders including designers, agencies and other organisations

Main areas of responsibility - the day-to-day work

- Support and lead on video projects on a range of topics to bring our work to life for a range of audiences, inline with audience insights and the communications strategy.
- Use online design tools e.g. Canva to produce a range of content for socials, web and print.
- Ensure consistent branding is applied across assets and content both online and for print.
- Assist with administration of a range of communication projects as requested.
- Monitor and organise data and produce high quality reports and updates on monitoring and evaluation data against our content and communication goals.
- Support the planning and delivery of online and in person events.
- Deliver high quality copyediting and proofreading on a range of content.
- Support the delivery of our social media and digital marketing plans.
- Scan and keep abreast of developments in charity communications and proactively seek out potential ideas for ways we can inspire and motivate our audiences.
- Role model CPRE's values and behaviours



The
countryside
charity

- Proactive responsibility for own development through learning, networking, self-appraisal and other opportunities for growth
- Support Team colleagues as so directed and help support other teams as so requested

Selection criteria – what you need to do the job

Skills

- Excellent oral and written communication skills
- An eye for detail and ability to achieve a high level of accuracy in written content
- Strong ability to follow a brief and deliver to goals on time.
- Ability to reflect and learn from experience to improve performance and to respond positively to constructive feedback, both individually and within a project team.

Knowledge

- Working knowledge of social media platforms and how charities use these to further their aims
- Good design sense and some understanding of brand and branding in a workplace setting
- Strong interest in CPRE's mission and some knowledge in one or more areas of our policy and campaigning work.

Experience and attributes

- Strong interest in a career in communications, campaigning or marketing
- Some experience in creating messaging and visual storytelling including video production
- Some experience in writing for different audiences and a strong appreciation of the role of tailoring content for target audiences
- Some experience of using website or blog content management systems
- Team player with ability to work under own initiative in an organised way.