



Job Description

Communications Officer

Supported by:	Head of Marketing
Hours:	35hrs per week
Location:	Business Design Centre, London, N1 0QH
Annual Leave:	23 days per annum (rising to 28 over period of service) plus bank holidays

A Contributory Pension Scheme is available to all employees.

Providing unforgettable holidays for over 50 years

We're the people who create damn good holidays for disabled people and carers. We are both the UK's largest provider of respite holidays, and the UK's largest residential volunteering charity. With 55 years' experience our three holiday centres now provide close to 5,000 breaks each year for disabled people and those who care for them.

At Revitalise we work hard to create amazing holidays for our disabled guests and their carers. We like to come to work determined that the world is going to be a slightly better place for people at the end of today than it was yesterday, and that we're going to help make that happen.

Life is other people, and disability can so easily get in the way of that. (Imagine you had a disability that made it harder to see people and keep up your friendships and meet new people?)

Here are some thoughts - we think a great holiday takes you out of yourself and it can be an adventure, or just a rest, or a new experience with new people. And isn't it true to say that we all live through other people. What good is a joke with no one to tell it to?



We've just had the most incredible year, and we want 2020 to be even better. That's where a creative and skilful communicator with a gift for a powerful story (like you) comes in.

We're a national charity that began 55 years ago, and we've grown to be one of the largest disability charities in the UK. We are expanding and going places so it's the perfect time to join, and be part of something amazing.

Your role

You will be an outstanding communicator who thrives on creating a big story and a message that makes an impact. Fundamentally you need to be passionate, people are inspired to take action thanks to you, you develop incredible relationships and you work hard and succeed.

You know what journalists are looking for, and you know how to provide it. Whether it's a short form piece on our latest hot story, or a thoughtful intelligent commentary that inspires action, you craft it with skill and heart.

You will be the key contact and the face of the organisation, the genius architect of our social media presence, a champion spokesperson, and a powerful storyteller. You will love our guests, and you will laugh and cry, and you will make others laugh and cry. Ultimately you will help more people to discover Revitalise and why holidays matter and everyone will be better for it.

So why is this THE perfect move for YOU?

1. We have been growing and developing under the radar, and now we're ready to do big things. So, you'll be starting from strong foundations and joining the team for the really exciting bit.
2. We are a determined little team and we believe in each other; we love to help. There are all kinds of things you will get involved with; we promise there will never be a dull moment!
3. YOU will be joining us soon so that will make us even more fabulous.



Summary of Main Duties

1. Management of all PR campaigns, press releases and letters to editors
2. Creator of powerful stories/case studies
3. Develop and create innovative and exciting publicity materials
4. Maintain positive and regular communication with press and industry contacts
5. Overall management of all social media channels and blog
6. Be one of our brand guardians, ensuring brand is adhered to externally/internally
7. Produce regular reporting on all PR activity
8. To be one of our key spokespeople for the Charity.

Requirements

1. Track record of national press and broadcast coverage.
2. Own network of journalism contacts.
3. Media trained and confident in delivery.
4. A proven creative writer with a flair for words
5. A confident communicator
6. Excellent interpersonal skills
7. Project management experience — key is the ability to self-manage to strict deadlines
8. Results focused
9. Media training desirable but not essential
10. Experience of website content management
11. Good understanding of the entire marketing mix including PR website, e-marketing, print and advertising
12. Ability to react quickly to news relevant to us and maximise on opportunities from them.



Person Specification

CATEGORY	Essential	Desirable	Evidenced By
Skills			
Excellent interpersonal and communication skills	X		Interview
Independent and driven	X		CV and Interview
Versatile writing skills with impact	X		CV and Interview
Strong multi-tasking capabilities	X		CV and Interview
Work Experience			
Project management experience - key is the ability to self-manage to strict deadlines.		X	CV and Interview
Proven creative skills, with ability to work from concept to delivery	X		CV and Interview
Experience of social media, YouTube, blogs and forums.	X		CV and Interview
Commercial awareness and understanding of business development	X		CV and Interview
Ability to communicate effectively	X		CV and Interview
Good understanding of the entire marketing mix including SEO, PPC advertising, print, PR, website and e-marketing	X		CV and Interview



Personal Qualities			
Positive attitude towards disability	X		Interview
Committed to equal opportunities	X		Interview
Adaptable to different situations	X		Interview
Driven by results and is target driven	X		Interview
Pro-active, self-starter	X		
Ability to effectively prioritise and execute tasks	X		
Innovative and open to learning	X		
Other			
Positive team spirit	X		Interview
Committed to diversity and equality	X		Interview
Empathy with the charity's aims and values	X		Interview