

Cystic Fibrosis why we're here

Job description

Job Title: Communications Officer – internal communications lead

Reporting To: Senior Communications Manager

Reports: None

Department: Marketing & Communications

Location: HQ

Main Job Role:

The post holder will be responsible for helping to promote cystic fibrosis and the Cystic Fibrosis Trust in England, Wales, Scotland, and Northern Ireland, using local, regional, national, and broadcast media, as well as creating opportunities for people with cystic fibrosis to be engaged and involved in the work we do. The role will also be the lead for the Trust's internal communications.

Main Duties:

- Increase awareness of cystic fibrosis and the Cystic Fibrosis Trust through effective working within the media landscape and key campaigns. Identify and develop content news hooks and stories, and proactively pitch to the media.
- Lead on all internal communications for the Trust including, sourcing, and writing content for the bi-weekly internal newsletter and arranging a series of internal engagement sessions.
- Act as the main point of contact for press and media enquiries, responding as appropriate
- Write, edit, co-ordinate and publish content across various external channels, including social media, print and online.
- Create templates, guidance, and activity packs for regional media to help raise awareness of the charity and its work.
- Contribute to the database of CF families and individuals who can be used for TV, radio, and press interviews.
- Assist with logging, evaluating, and circulating media coverage within the Trust.
- Work with the Senior Communications Manager and the wider External Affairs team to align internal and external messaging and provide guidance and support to teams wishing to communicate internally.
- Monitor and evaluate the effectiveness of internal communication channels using staff feedback tactics such as surveys.
- Undertake any other reasonable duties consistent with the skills, abilities, and position of the role to support the work of the Communications team.
- Be part of the on call, out of hours rota

The job description is a working document and may be amended from time to time by the Cystic Fibrosis Trust following consultation.

Person Specification

Requirements	
Essential qualifications	
Experience, knowledge and skills	
Essential	Desirable
<ul style="list-style-type: none"> • Demonstrable experience of successful working within a media and communications environment • Proven experience of copywriting and editing skills to create impactful communication material • Experience building collaborative relationships with local, regional and national journalists and industry influencers • Operational knowledge of Microsoft Office suite (e.g. Word, Excel, PowerPoint, Outlook) and relational databases in order to produce, manipulate and present information to diverse audiences 	<ul style="list-style-type: none"> • Experience of the charity/Third sector • Knowledge of CF and how it affects people and families • Relevant professional journalistic training • Media contacts in the health field
<ul style="list-style-type: none"> • Able to use effective oral and written skills to communicate, influence, persuade and to present to a diverse range of internal and external stakeholders. • Effective time-management and resilience skills to resolve conflicting priorities and deliver to deadlines • Able to self-managed, to work flexibly and as part of a team, including providing support and guidance to volunteers. • Understanding of the best use of digital platforms (including social media) to increase awareness and engagement around CF issues • Ability to build collaborative relationships with internal stakeholders in different roles and levels within an organisation 	
Other requirements	
Essential	Desirable
<ul style="list-style-type: none"> • Due to the nature of the role, flexible working and out of hours contact and monitoring may be required 	