

The information provided in this Job Description is given to ensure that the post holder has the best opportunity of understanding what is required to be effective in the post. It is not intended to be prescriptive in every detail and it is expected that the post holder will be as positive and flexible as possible in using this as a framework.

### **Job Description**

Job Title:	Communications Officer
Accountability To:	Senior Communications Manager
Location:	Office-based (Hammersmith, London), with occasional homeworking as agreed by line manager and in accordance with business needs. Occasional travel (such as to IFST and external events).
Status:	Full Time – 35 hours per week
Salary:	Band 2 - £23,320 per annum (plus benefits & performance-related bonus), negotiable depending on experience.

### **The Position**

This role provides direct role support to the Senior Communications Manager and supports the Institute's activities relating to Social Media and Scientific Communications. In particular:

#### **Social Media**

- Inspires the public, existing and prospective members with engaging copy and visuals across IFST's multiple platforms, including social media and the website.
  - Ensures the creation of regular posts in a variety of formats e.g. still images, carousels, reels etc.
  - Coordinates IFST social media content, including consulting across the team. Ensures regular posting using Buffer social media management.
  - Creates social media campaigns around key cultural and religious festivals.
  - Produces graphics for social media, for website, for team use (e.g. email signature graphics) using Canva, InDesign and other Adobe Creative Cloud software.
- Delivers specific projects including creating influencer campaigns and the execution of the Jubilee 60 campaign.
- Manages engagement with social media volunteers, their activities and priorities.
- Acts as the main point of contact for interactions and discussions on social media channels and refers contentious or challenging issues to a senior manager. Engages members and commenters in the comments sections of IFST social media channels.

#### **Digital Communications**

- Writes (where appropriate) new content for the Institute's website and ensures regular updates to relevant webpages.
- Writes, designs and issues monthly newsletters for both IFST members and subscribers, as well as dedicated emails for specific activities and events to segmented audiences.
- Designs and issues Factsheets, Technical Briefs and other scientific output.
- Implements engaging multi-channel communications campaigns to raise the profile and reach of IFST membership and events (including email, web, social media).

### Other Responsibilities

- Completes tasks to support delivery of the IFST Business Plan.
- Provides monthly quantitative reporting on the performance of IFST social media, including analysis and recommendations.
- Provides quarterly reports to the Board of Trustees including Google Analytics for website performance.
- Contributes to the main shared team activities.
- Participates in development projects and other activities as required.
- Maintains and updates those procedures relevant to the functions and responsibilities of the role.
- Other defined administrative responsibilities.

### Person Specification

Criteria	Essential	Desirable
1. Skills	<p>Excellent written communication skills – good command of English language and grammar.</p> <p>Good attention to detail with good personal organisational and planning skills.</p> <p>Ability to write in a range of voices.</p>	<p>Ability to understand scientific papers and information and translate it into simple copy</p> <p>Familiarity with email marketing platforms in particular MailChimp</p> <p>Proactive and able to identify and solve problems with some guidance.</p>
2. Knowledge	Understanding and knowledge of science communication.	Food science and technology knowledge.
3. Qualifications/training	Attained an BSc or equivalent level qualification.	Qualifications and training in social media management and digital communications.
4. Experience	<p>Experienced in creating content for a range of social media platforms (LinkedIn, Twitter Instagram) including analytics e.g., Buffer, Google.</p> <p>Experience of digital content creation e.g., copywriting, design using Canva, Adobe InDesign, Illustrator, and Photoshop.</p>	Experience and understanding of a wide breadth of different forms of digital communications.
5. Other	<p>A self-starter with the ability to work on own and as a member of a team.</p> <p>Ability to prioritise deadlines and manage multiple projects.</p> <p>Commitment to the principles of equality, diversity, and inclusion, and taking a proactive approach to adopting these principles.</p>	