



## COMMUNICATIONS OFFICER

<b>Job title:</b>	<b>Communications Officer</b>
<b>Location:</b>	The Chilterns Conservation Board, Chinnor, Oxon OX39 4HA
<b>Reports to:</b>	Development and Funding Manager
<b>Responsible for:</b>	Volunteers and contractors
<b>Grade:</b>	3 (£30-34,000)
<b>Hours:</b>	up to 22.5 hours per week
<b>Job Purpose:</b>	Create and deliver inspiring and impactful communications which support the delivery of CCB objectives to ensure the AONB is understood, supported, appreciated and cared for.

### Key Accountabilities:

1. Plan, prioritise and deliver an effective communications programme to significantly grow the number of people who are reached by CCB communications and who go on to take action for the AONB
2. Devise and deliver communications activities which influence, and build support in, key partner and stakeholder organisations especially with local authorities, parish councils and other partner organisations
3. Use a range of media channels and prioritise their use for optimum impact; maximise potential of all communications to engage audiences
4. Design and publish the annual review, magazines, newsletters, AONB management plan and other publications
5. Develop a strong network of media contacts and communication partners; work with organisations and individuals who can help deliver the CCB's purposes on collaborative communications (including the wider AONB family)
6. Manage media activity for the CCB acting as a spokesperson when necessary and maximising the opportunity of external media stories and public campaigns to build the case for the AONB
7. Devise communications which inspire support, volunteering and giving for the AONB including building a network of champions and influential voices
8. Maximise the potential of CCB projects for targeted communications, build support and influence agendas
9. Ensure consistent style, brand, voice and messages are applied in all communications
10. Manage the website, ensuring optimum usability with content which is inspiring and up-to-date
11. Build and maintain a database of evidence and data which support the case for the AONB
12. Ensure contacts and other AONB records and information are well-managed, stored and used in accordance with relevant data protection legislation and applied effectively
13. Be the first point of contact for Freedom of Information enquiries, working with the Data Protection Officer to respond accordingly

14. To work flexibly and responsively, the ability to prioritise and take on new responsibilities as appropriate to ensure the CCB's adaption to a changing external world.

**Person specification:**

	Essential	Desirable
Experience & Knowledge	<p>Successful track record of high impact communications</p> <p>Significant experience of all forms of communication media and technology</p> <p>Successful track record of building audience reach, engagement and participation</p> <p>Experience of digital communications, managing websites, social media and printed publications</p> <p>Research, evidence and information management</p> <p>Understanding of environmental issues</p>	<p>Creative appeals and campaigns, both public and targeted audiences</p> <p>Successful fundraising campaigns</p> <p>Managing volunteers</p> <p>Campaigning and behavioural change</p> <p>Brand development and management</p>
Skills & Abilities (in addition to common behaviours and values)	<p>Strong written and verbal communications skills, reactive and proactive</p> <p>Highly collaborative, team player</p> <p>Strong relationship development and management skills</p> <p>Confident communicator</p>	<p>Presentation skills</p> <p>Design skills/knowledge/ability using relevant software packages</p> <p>Horizon scanning for external media opportunities</p> <p>Inspiring volunteers to support communications work</p> <p>Proactive to initiate and reactive to respond</p> <p>Experience of influencing local government</p>
Qualifications	HND, degree or equivalent	Relevant subject