



THE ROYAL
COUNTRYSIDE
FUND

Events & Communications Officer

Job Description & Person Specification

Role:	Events & Communications Officer
Contract:	Permanent
Hours:	Full-time (37.5 hours per week)
Location:	Central London
Reports to:	Head of External Affairs
Salary:	£26,650 per annum

About The Royal Countryside Fund

Established by HM King Charles III in 2010 when the Prince of Wales, The Royal Countryside Fund is creating a real future for rural Britain. Our vision is of thriving family farms and rural communities, encouraged and recognised for the way they look after the countryside and their role in creating a sustainable future for our whole nation.

In practice, our work falls under three pillars – thriving farming families, confident rural communities, and inspiring support. We provide help, funding, and advice to all people living and working in the countryside, and our ambitious fundraising strategy underpins these aims.

Purpose of the role

The vital work of family farms and rural communities often goes unseen. The Royal Countryside Fund's events and communications activities ensure their voices are heard and they receive the local support they need to look after our countryside and to thrive. This role is central in delivering the Fund's objective of driving awareness of the issues facing the countryside and our work to a diverse audience. Reporting to the Head of External Affairs, this role will assist with delivering the charity's busy events programme – from drinks receptions and report launches to events at agricultural shows across the UK - and support on communications and administration for the wider charity.

This is a new role, boosting our events and communications capacity at an exciting time of growth for The Royal Countryside Fund. You will be responsible for operational event management for all the charity's events, including full administrative support, running the invitation process and guest lists, organisation of collateral (including marketing and promotional information), and researching and inviting speakers. You will be responsible for follow-up activity such as wider dissemination of event content, evaluation, and reporting.

Working on events will account for approximately 60% of the role. The remaining time will be spent supporting the wider charity and communications team with administrative tasks. This will include supporting the team with mailings and coordination of activities, drafting

communications materials such as updates for staff, newsletters, press, and website copy. You will support the production of collateral for the charity working with freelance designers and copyeditors and having responsibility for the coordination of production and delivery of materials.

This position requires you to be a reliable individual with a methodical and organised approach who can work independently as well as part of a team. You will have excellent written and verbal communication skills, and a keen interest in events. You will also have strong administrative skills, be proficient in using various office software, and have the ability to handle confidential information with discretion. If you are organised, detail-oriented, and enjoy providing support in a fast-paced office environment, we would love to hear from you.

To apply, please submit a one page covering letter and CV addressing to recruitment@countrysidedefund.org.uk by Monday 29th January.

Main responsibilities

Events

Working across teams within the charity, develop and deliver an interesting events programme, and plan and deliver a range of events from webinars to drinks receptions and programme conferences. This will include:

- Managing the administration and supporting the delivery of the RCF events calendar:
 - Provide end-to-end events oversight from planning through to delivery and evaluation
 - Scoping venues, liaising with contractors and external agencies, managing guest lists, creating and sending invitations, and recording responses and registrations.
 - Assisting the Head of External Affairs in overseeing event costs and invoicing processes, timelines, and logistics of events.
 - Acting as the main coordinator and event lead to ensure their smooth running.
 - Creating briefing notes and liaising with speakers and key guests, arrange briefing and debrief meetings.
 - Organising travel, accommodation and other logistics for team members.
- Organising team attendance at external events such as conferences, and support the Executive Assistant on the planning and delivery of team away days.
- Working with the wider communications team, leading on promotion of events using social and digital media.
- Leading on reporting on the success and impact of RCF events using e.g. Salesforce, Eventbrite.

Communications

- Working with the communications team, lead on the production and delivery of collateral including banners, posters, and other printed materials.
- Ensuring that the collateral booking database is up to date and manage storage of collateral and communications/events equipment, both in office and offsite.
- Supporting on press office activity including drafting releases, features, and comments according to the Communications Strategy for publication on the RCF website and distribution to media contacts.
- Assist with on reporting on communications activity to the Board of Trustees and others, as necessary.
- Assist with the RCF's digital activity including posting to our social media channels, e-mailing lists, and website.

Additional Accountabilities

- The post holder may be required to carry out other duties that are reasonably to be considered as within the scope and purpose of the job and the aptitudes of the job holder.

This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description.

Special working conditions

- Travelling across the UK.
- Attending evening and early morning events.
- Regular overnight stays.
- Hybrid working with the expectation that this role will spend 3 days a week in the office on average.

Person Specification (E=Essential; D=Desirable)

Knowledge	<ul style="list-style-type: none"> • Knowledge of communications, media and PR. (D) • Knowledge of online event invitation portals (e.g. Eventbrite) (D) • Knowledge of customer relationship databases (D) • Knowledge of social media platforms. (E) • Knowledge or interest in farming and the countryside is advantageous. (D)
Experience	<ul style="list-style-type: none"> • Experience of event planning and management. (D) • Experience of working within a small and busy team. (E) • Experience of project management (D).
Skills	<ul style="list-style-type: none"> • Excellent organisational, planning, prioritisation and time management skills. (E) • Excellent written and verbal communications skills. Good spelling, grammar, and attention to detail are a must. (E) • Proficient in all standard Microsoft programmes and experience of using a database/customer relationship management system. (D) • Ability to work well within a team as well as independently with minimal supervision. (E) • Excellent relationship management skills. (D)
Behaviours	<p>Act in accordance with The Royal Countryside Fund's values: Practical, Collaborative and Empowering. Also:</p> <ul style="list-style-type: none"> • Enthusiasm and affinity for the work of the Fund and rural matters. • A hard worker and a doer who delivers results. • Recognises the implications of working within a charity. • Demonstrates flexibility and open mindedness. • Provides feedback and support.