



THE ROYAL
COUNTRYSIDE
FUND

Senior Communications Officer

Job Description & Person Specification

Role:	Senior Communications Officer
Contract:	Permanent
Hours:	Full-time (37.5 hours per week)
Location:	Central London (with hybrid working)
Reports to:	Head of External Affairs
Salary:	£28,000 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.

This is a new role, boosting our communications capacity at an exciting time of growth for The Royal Countryside Fund. You will be responsible for promoting the charity's programmes, events and research through writing compelling press releases, news stories, and other communications material. A key part of this role is speaking with charity beneficiaries and coming up with creative promotional opportunities, developing relationships with key journalists and stakeholders, and working with the programme delivery teams to ensure the charity's programmes are found by those who need them. You will lead on the production of collateral for the charity, working with freelance designers and copyeditors and have responsibility for the coordination of production and delivery of materials.

The ideal candidate will have excellent written and verbal communication skills, and a keen interest in events. They will also have a methodical and organised approach.

To apply, please submit a 1 page covering letter and CV addressing to recruitment@countrysidefund.org.uk by Monday 29th January.

Main responsibilities

Communications

- Working with the Head of External Affairs, deliver on communications plans for all RCF communications campaigns, and ensure their timely delivery.
- Coordinate project specific communications activity across farming and rural strategy pillars and cross cutting themes.
- Lead 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.
- Gathering case studies and organising photography and videography of RCF partners and beneficiaries as required.
- Lead on reporting on communications activity to the Senior Management Team, Board of Trustees and others, as necessary.
- Proactively engage with and develop key journalistic contacts and manage contact database to ensure relevant content is circulated as appropriate.
- Maintain the house style guide and ensure compliance across all communications; provide proofreading and copyediting support across the organisation.
- Assist with events as required, particularly the summer agricultural show programme.

Social and digital

- Working to the charity's content calendar, draft social media content to promote our programmes, campaigns, fundraising and events, ensuring all activity is in line with the communications and fundraising strategies and the charity's objectives.
- Support with monitoring analytics across social and digital and produce monthly and quarterly reporting on KPIs.
- Producing content for website including news stories/blogs.
- Working with the project team, ensuring all imagery and written content is up to date and optimised for maximum impact.
- Producing content for the monthly email newsletter.
- Supporting the team on sector specific newsletters.

Other

- Manage the database of case studies and the charity's image library including developing relationships with beneficiaries from our grant and farming programmes, and commissioning photography and videography as required, to help tell the charity's story.
- Develop relationships with the RCF's celebrity ambassadors and influencers to maximise their impact.
- Contribute to the successful delivery of the events calendar.
- Support on social coverage of events including creation of photography/videography.
- Contribute to the overall communications function of the charity.

Additional Accountabilities

- Ensure that health and safety requirements are met in the areas for which the jobholder is responsible.
- 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
- Some overnight stays

Person Specification

Knowledge	<ul style="list-style-type: none"> • Knowledge of communications planning. • Knowledge of communications, media and PR. • Knowledge of social media platforms. • Knowledge or interest in farming and the countryside is advantageous.
Experience	<ul style="list-style-type: none"> • Experience of writing for different audiences. • Experience of working within a team, possibly as part of a busy in house or PR agency environment. • Experience of building social media content. • Experience of organising the PR for events and campaigns.
Skills	<ul style="list-style-type: none"> • Excellent written and verbal communications skills. Good spelling, grammar, and attention to detail are a must. • Proficient in all standard Microsoft programmes and experience of using a database/customer relationship management system. • The ability to build relationships, and network with people at all levels including those in senior positions and the Royal Household. • Creative, innovative and flexible. • Ability to work well within a team as well as independently. • Excellent organisational, planning, prioritisation and time management skills. • Excellent presentation skills. • Understands and responds to developments in social media and is knowledgeable in all relevant platforms.
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.

11th December 2023