

JOB DESCRIPTION: COMMUNICATIONS MANAGER

1. To consider, under the guidance of the Director, the communication methods and content of all of Animal Aid's public-facing work, including, but not limited to, printed material, digital communications, social media, advertising, talks and media interviews. To ensure our communication is clear, coherent, impactful and appropriate to the target audience.
2. To manage the society's digital communications content and to seek out, utilise and explore the latest digital / social media campaigning opportunities. To provide support and training to all staff in using these.
3. To initiate, seek out and undertake regular talks, public presentations and media interviews to raise Animal Aid's public profile and promote our campaigns.
4. To develop relationships with media contacts, network with other relevant organisations; initiate and lead projects to bring Animal Aid to a wider audience.
5. To work with the Director, Head of Campaigns and Campaign Managers on campaign strategy, communication focus and content of media briefings or press releases. Plus to support the campaign team with planning, writing and production of resources and media interviews.
6. To work with the Education, Merchandise & Fundraising Teams in the planning, writing and production of resources, marketing and digital media.
7. Review all of Animal Aid's campaign, marketing and educational material, printed or online, to assess gaps, duplication and impact of content.
8. To represent the Society in a wide variety of forums, including meetings with parliamentarians, business representatives, other opinion formers and Animal Aid supporters.
9. To develop and promote Animal Aid's core campaign for the rights of animals.
10. To contribute written material to *Outrage* and other Animal Aid publications.
11. To co-ordinate communications with Animal Aid's celebrity supporters.
12. To participate in fairs and festivals, and take a lead role in Animal Aid's own events.
13. To deal with queries from members of the public and other issues when required. This includes responding to emails and phone calls.
14. To campaign with integrity on a factual basis and to the highest standard, with a commitment to advance the cause of animals that is commensurate with their needs. These values are central to the Society's ethos. Animal Aid is held in high regard by animal advocates, professional bodies and individuals (incl those in media and politics). The Communications Manager must maintain this reputation by embodying the Society's ethos at all times.
15. Other general office duties required in the day-to-day running of the Society.

This position will involve hybrid-working – in the Tonbridge office, working from home and UK travel. Work outside normal office hours will be required (e.g. relating to media interviews, press conferences, talks and exhibitions). Time in lieu will be given as appropriate.