
Job Title	Communications Officer
Department	Marketing and Communications
Reports to	Head of Marketing and Communications

Primary Objectives

- Play a key role in developing the Ocean Conservation Trust (OCT) as the leading Ocean conservation charity in the UK, by developing, planning and delivering an exceptional communication programme for the behaviour change and habitat restoration focus of the Trust.
- Support the Head of Marketing and Communications to drive the strategic objectives of the OCT – developing the charitable cause by championing conservation messaging to a national audience.
- Adhere to our Core Values which are: Positivity, Respect, Integrity, Diversity and Engagement.

Duties

Conservation Communication

- Build understanding of and support for the charitable work of the OCT through communications activity (internally and externally).
- Research areas of marine science and horizon scan for up and coming national and global conservation issues.
- Coordinate conservation communication materials including flyers, posters and online collateral
- Work with the team and Head of Department to develop and deliver communication activity for all OCT messages to drive improvements in engagement, knowledge and behaviour change regarding Ocean conservation for a wide range of external and internal audiences.
- Work closely with the Head of Advocacy and Engagement and the Development Officer to champion conservation, engagement and restoration programmes across the UK.
- Work closely with colleagues to ensure that the brand is embedded across all communication activity, ensuring consistent brand use across all communications.
- Support the team to act as brand champions across the organisation and externally.
- Support the team to develop and communicate targeted behaviour change campaigns and activities within the target audience.
- Be involved in strategy and planning for all communications of the OCT and its work including campaign narratives and strategies.
- Deliver OCT communication activities for behaviour change and habitat restoration focus.
- Be a key contact for OCT Grant Projects and their promotion.

Press and Marketing Activity

- Answer media enquiries and draft responses on behalf of the OCT.
- Help to manage the social media community and their responses to ensure the OCT is portrayed positively and to support all social media channels via content creation scheduled for maximum impact and strategic balance.
- Maintain and update the OCT website with relevant content.
- Deliver all charity communication e-newsletters to members/supporters/subscribers.
- Prepare press releases as opportunities arise and coordinate OCT media and public relations with the support of the Head of Marketing and Communications.
- Work with external agencies to plan, brief and deliver PR for conservation projects across the organisation.

Fundraising

- Provide communications support for fundraising activity.

- Build positive relationships between OCT and its financial supporters to maintain and grow support, such as corporate partnerships and business members.
- Work with the Head of Marketing and Communications to deliver online appeals and grow the supporter database, generating income from both existing and new donors.

Other

- Assist with office support including: answering the telephone, dealing with incoming post and ordering supplies
- Adopt a flexible approach to working hours to ensure the viability of the charity (this includes the shift-working pattern, public bank holidays and weekends)
- Participate in extraordinary duties as required.
- Carry out other activities as appropriate on the instruction of the Senior Management Team and CEO.

Signed.....

Date.....

Print Name.....