

# Role Description – Communications and Engagement Officer



**Line manager: Events and Engagement Manager**

**Direct reports: None**

## **Role description statement**

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This document sets out the main purpose and key tasks of the role, the management reporting lines and the competency requirements for the role. The role description sets out PACT's expectations for the role and the post-holder. Regular discussions to support you in your role will take place together with your manager during your induction period, and after your probation period in your ongoing support and supervision meetings.

## **Our work**

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Our Communications and Engagement team is responsible for making sure people know about PACT – who we are, what we stand for and the difference our work makes for children, women and families every day. The team engages with prospective adopters, runs events and raises funds for PACT's services and shines a light on the life-changing work happening across the organisation, making sure PACT's story is seen, heard and supported.

## **The role**

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The Communications and Engagement Officer works with the Events and Engagement Manager to help shape and share the stories that bring PACT's mission to life. They will produce PACT communications and marketing materials that reflect our values, demonstrate our impact and ensure that all internal and external communications, both online and offline, adhere to the PACT style.

The role raises awareness of the PACT brand and services, turning real experiences into compelling content that inspires people to support, act and get involved. The role includes crafting case studies, writing media releases, creating engaging e-newsletters, refreshing marketing materials and sharing key messages and calls to action on PACT's social media channels.

## **Key tasks**

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<b>Social Media</b>	
1	Plan, write and schedule engaging content across PACT's social media channels, including WhatsApp channel, ensuring posts are timely, accessible and aligned with PACT's aims.
2	Collaborate with teams across PACT to develop, test and refine content ideas that increase engagement and contribute to adoption enquiry targets.

3	Use platform analytics and insights to track performance, identify trends and create reports that inform decision-making and increase engagement.
4	Create and edit graphics and visual content using Canva and/or Adobe Creative Cloud applications.
<b>Campaigns</b>	
1	Contribute to the planning, delivery and evaluation of fundraising, marketing and adoption engagement campaigns throughout the year.
<b>Website</b>	
1	Ensure website content is accurate, accessible and up to date by adding and updating events, refreshing copy and routinely reviewing pages for quality and relevance.
<b>Marketing materials</b>	
1	Create PACT materials in line with brand guidelines including leaflets, flyers, posters, digital banners and newsletters.
2	Source appropriate, royalty-free or licenced imagery, ensuring correct permissions and usage rights for all visual content.
<b>Media and PR</b>	
1	Write PACT media releases, blogs and features that raise awareness of PACT's key adopter engagement, fundraising and CATCH services including gathering relevant data and research.
2	Distribute PACT media releases , monitor coverage and maintain a database of press contacts.
3	Interview PACT service users and colleagues to produce impactful case studies in a range of formats (video, audio, written quotes) to highlight PACT's work and evidence outcomes.
4	Develop and share compelling stories to highlight the positive impact of PACT's services and celebrate the achievements of service users. This strengthens fundraising efforts, attracts prospective adopters and showcases PACT as an exceptional place to work.
<b>Communications</b>	
1	Prepare and send monthly emails to PACT supporters and adopters using Mailchimp, and ensure mailing list contacts are accurate and maintained.
2	Maintain and develop mailing opportunities through PACT's marketing and fundraising CRM: Raiser's Edge.
3	Manage schedule of 'Supporter of the Month' activities and work with the Events and Supporter Engagement Assistant to coordinate, source and write content.
<b>Other</b>	
1	To support the Communications and Engagement team with administrative tasks for example; responding to advertising queries, sourcing quotes for printing requirements, research for recruitment campaigns, preparation for meetings and competitor analysis.
2	To edit and elevate adopter profiles to support adopter engagement activity.
3	To assist the fundraising and communications and engagement teams by attending occasional events as a representative of PACT.
4	To safeguard and protect vulnerable adults and children in accordance with PACT's policies and procedures at all times.
5	To undertake any other duties deemed commensurate with this post as directed by the line manager, including supporting the wider activities of the marketing team and working to engage all teams at PACT in promotional activities.

6	To take responsibility for and be committed to personal and professional development and keep up to date with law, regulation, guidance, standards, Government policy and research relating to all aspects of the work.
7	To demonstrate a commitment to promoting equality and diversity in the workplace.

### Person specification

<b>Essential requirements</b>	
1	Proficient skills and experience of using social media for organisation and event promotion, for example Facebook, Linked In, Instagram and TikTok and social media scheduling tools such as Hootsuite or Buffer, including paid for posts.
2	Experience of using analytic and insight tools to develop meaningful reach and engagement across digital platforms.
3	Experience of using WordPress content management systems (CMS) to create, edit and maintain webpages.
4	Proficient experience in the use of Mailchimp email marketing tool for creating campaigns, managing subscriber lists and analysing performance.
5	Proficient graphic design skills and experience of using Canva, Adobe Creative Cloud apps or similar graphic design platforms).
6	Experience of project managing marketing campaigns; including events, fundraising and adoption recruitment.
7	Can identify considered opportunities to develop communications and engagement through initiative and innovation to maintain PACT's position as a sector leader.
8	Can demonstrate creative skills to present information clearly, engagingly and accessibly and generate new ideas for content and campaigns.
9	Good interpersonal skills to develop positive working relationships with team members, as well as cross team working and external partners and supporters.
10	Excellent written communication skills including copywriting and creative storytelling with attention to detail. Fluent in written and spoken English.
11	Organised and proficient at working to deadlines. Can plan and prioritise efficiently managing conflicting demands and a varied workload; whilst remaining positive and adaptable either working independently or collaboratively within a small team.
12	Competent in the use of Microsoft 365 tools including SharePoint, Word and Excel.
13	Commitment to PACT;s aims and values, demonstrating enthusiasm for PACT's mission and uses this to positively and proactively represent and advocate for PACT.
<b>Desirable requirements</b>	

1	Experience of working in the voluntary sector.
2	Experience of producing online content in a range of formats, including video, interactive content and multimedia storytelling.
3	Experience of designing and updating marketing materials such as leaflets ,posters and other printed or digital assets.

### **Additional information**

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All opportunities are based in the UK, and you must be eligible to live and work in the UK.

This is a full time post working 37 hours per week, weekdays.

Working pattern to be agreed within the core service hours of 8.30am-5pm Monday to Thursday and 8.30am-4pm Friday.

Occasional evening and weekend working is required.

The role is based in our Reading office with hybrid flexible working arrangements to provide for working at home and in the office.

### **Safeguarding commitment**

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Safeguarding is at the heart of everything we do at PACT. We have robust measures and best practices in place to safeguard and protect the welfare of children, young people and vulnerable adults, and we take pride in maintaining outstanding safeguarding standards.

We expect all employees, both current and prospective, to uphold and share this commitment, and we value everyone’s engagement and co-operation with our safeguarding processes to ensure that these are completed without delay.

Anyone joining our team is subject to PACT’s safer recruitment pre-appointment enquiries. These enquiries include providing documentation to evidence the right to work in the UK, a Disclosure Barring Service (DBS) check, overseas police check (if applicable), references covering at least 5 years, a complete previous education and employment history timeline and the completion of mandatory safeguarding training.

The DBS check level required for this post is Basic.

### **Diversity commitment**

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PACT is a supportive and respectful place where people are passionate about making a positive difference to the lives of women, children, and families from many different backgrounds. We continuously look to progress the ways in which we create families and bring people together and encourage applications from people across all communities. We are committed to ensuring that our people and our services reflect the diversity of the communities we serve, and applications from people from under-represented groups are particularly welcomed.

## **Learning and development commitment**

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PACT is committed to helping people to achieve their potential and flourish and, in doing so, enabling them to make a positive difference to the lives of the people we support. We recognise the importance of having the necessary knowledge, skills and qualities within PACT to enable us to meet our current and future business needs. Development needs might be at an individual, team or organisational level. All employees have equal access to learning and development opportunities, reflective of our commitment to equality, diversity and inclusion.