

COMMUNICATIONS OFFICER

LOCATION: CENTRAL SCOTLAND - Fully home based but may include a proportion of time in our office in North Berwick on the east coast of Scotland.

SALARY: £26,500 – £30,500 per year

HOURS: Full-time 37.5 hours per week (flexible working patterns will be considered)

START DATE: As soon as possible

CLOSING DATE: 31 October 2021

We are looking for a communications all-rounder to support the development and implementation of our communications strategy at an exciting time for our organisation.

Alliance for Water Stewardship (AWS) is a global membership collaboration that connects organisations dedicated to promoting the responsible use of freshwater. Our members include businesses, NGOs and public sector organisations. Members contribute to the sustainability of local water resources through adoption and promotion of a universal framework for sustainable water use – the International Water Stewardship Standard, or AWS Standard – that drives, recognises and rewards good water stewardship.

We are currently in the process of developing our new global strategy and are looking for a Communications Officer to help us meet our goals.

ABOUT THE ROLE

The role will be hands-on and varied across a range of activities, including creating digital content, planning social media and events (both online and in-person), and producing our international newsletter. You will also use analytics and create reports to track their effectiveness.

Reporting to the Communications Lead, you will provide support to plan, implement and evaluate communication campaigns and events. You will also play a crucial role in updating and developing our websites.

As part of the Outreach & Engagement Team, you will work collaboratively to raise AWS's profile in priority sectors by increasing engagement on social media, and providing helpful information to AWS members and stakeholders.

WHO YOU ARE AND WHAT YOU'LL DO

We are looking for a personable and versatile individual, with experience of a range of communications activities.

- You have an eye for detail, helping to ensure that the AWS brand is applied consistently.

- You are a confident writer, able to translate technical information into accurate and engaging copy.
- You are organised and take a proactive approach to coordinating multiple tasks and deadlines.
- Fundamentally, you will be excited to learn more about water stewardship and engage stakeholders through effective communications.

In return for your commitment, you will get an insight into an international organisation, working at the forefront of water stewardship as part of a highly motivated global team.

Job Tasks and Responsibilities

- Provide input into the development and implementation of our communications strategy
- Update websites and support the planning and implementation of a website refresh
- Create digital content for social media and email campaigns
- Support the management and development of social media channels
- Assist in development of event programmes and content and coordinate logistics
- Draft and design event marketing materials & liaise with partners
- Write blogs and newsletters
- Help draft articles, key messages, and press releases
- Help produce key communications materials such as the annual report
- Assist the team to prepare presentations
- Deal with member requests to use AWS's logos
- Monitor and report on the impact of AWS's communication strategies/ channels
- Undertake research and data analysis to inform activities and campaigns
- Provide assistance to the Chief Strategy Officer, including internal reporting to AWS staff and the AWS Board
- Assist System Integrity-led outreach activities such as case study development and training
- Assist Global Programmes-led outreach activities such as webinars and tell stories about AWS water stewardship in key regions
- Ensure brand consistency through proofreading and correct use of branded templates
- Manage contractors such as designers and translators

Person Specification

Essential criteria

- Degree or equivalent in a relevant discipline
- Experience in communications and social media activities in a professional environment
- Excellent written and spoken English language skills
- Proven copywriting ability
- Proficient with IT-based and web systems (WordPress, Mailchimp, Google Analytics, Google Ads, Zoom Webinar and Salesforce are a plus)
- Confidence with administrative and logistical tasks
- Prior experience organising webinars and/or in-person events
- Affinity with social and environmental sustainability issues
- Passion for creativity, with the ability to think innovatively and take initiative
- Familiarity with themes on sustainability and water
- Excellent interpersonal and teamwork skills
- Strong organisational skills and time management

- Excellent attention to detail

Other desirable criteria

- Familiarity with and prior use of graphic design software (e.g. Adobe CC)
- Prior experience working in a global team
- Ability to speak Spanish

HOW TO APPLY

If you want to help shape the future of water, work with an energetic and supportive team, and get the opportunity to deliver fantastic results, we want to hear from you.

Please send an email marked 'Vacancy: Communications Officer' to gail@a4ws.org. Your email should include the following attachments:

- A covering letter explaining why you are interested in the position and demonstrating how you meet the person specification.
- Your current CV with email addresses and telephone numbers of two referees.
- An indication of when you would be available to take on the role, if selected.

Closing date for applications: 31 October 2021.

Only shortlisted candidates will be contacted. Unfortunately, we cannot provide feedback to unsuccessful candidates.