

JOB DESCRIPTION			
Job title	Digital Communications Officer	Department	Nuffield Council on Bioethics
Job holder	Vacant	Reports to	Senior Communications Manager
Job type	Permanent	Date created/amended	June 2022
Job aim	To plan and implement digital communications activity to promote the Nuffield Council on Bioethics' work and achievements to a wide range of stakeholders through a variety of channels e.g. website, social media, publications, media and events.		
Responsibilities (Including but not limited to):			
1. Digital communications			
	<ul style="list-style-type: none"> ▪ Maintain the Nuffield Council on Bioethics website including planning, creating, reviewing and regularly updating website and blog content. ▪ Manage relationships with website agency partners, and ensure the website is functioning correctly. ▪ Plan and implement website redevelopment work as necessary. ▪ Write and issue our monthly UPDATE newsletter for subscribers. ▪ Manage the Council's social media channels, primarily Twitter and LinkedIn. ▪ Write and issue weekly updates for Council members and the Executive. ▪ Support design and production of online publications and formal communications (e.g. policy briefings), ensuring consistent house style, branding and layout ▪ Contribute to copywriting and production of the Council's annual report ▪ Use Salesforce to create and execute digital communications campaigns 		
2. Communications monitoring and evaluation			
	<ul style="list-style-type: none"> ▪ Record and report on communications activities using Salesforce. ▪ Use insights from website, newsletter and social analytics to optimise our digital communications and build audience engagement 		
3. Media relations			
	<ul style="list-style-type: none"> ▪ Assist with proactive and reactive media activities, including: <ul style="list-style-type: none"> • drafting press releases and media statements • briefing spokespeople and organising media training for spokespeople • responding to media enquiries • drafting and pitching opinion articles • monitoring and reporting on media coverage 		

4. Events	
	<ul style="list-style-type: none"> ▪ Support the organisation, promotion and running of Council events such as report launch events and public seminars. ▪ Provide support (e.g. create presentations, provide briefings) to Council members and staff who are speaking on behalf of the Council at conferences or events.
5. Other	
	<ul style="list-style-type: none"> ▪ Act as brand champion, ensuring consistent application of the Nuffield Council's branding and house style. ▪ Support and liaise closely with project teams and public affairs colleagues on policy influencing activities and events. ▪ Be a proactive and hands-on member of a small communications team, contributing to other communications projects and assisting the Senior Communications Manager where required.
<p>The above list of key responsibilities (and associated activities) is not exhaustive. It may be necessary to carry out other work within the scope of the role, as reasonably requested.</p>	

PERSON SPECIFICATION – Digital Communications Officer	Essential or Desirable
Experience	
Experience of creating high quality and engaging communications materials for a variety of audiences	E
Experience of running digital and social media channels	E
Experience of translating complex or technical information into accessible outputs	E
Experience of using website content management systems, CRM systems and databases	E
Experience of working in media relations	E
Experience of working in a policy/charity/health/science environment	D
Experience of using Adobe InDesign	D
Skills and abilities	
Educated to degree level or equivalent experience	E
Excellent verbal and written communication skills and interpersonal skills	E
General administration and organisational skills	E
Ability to draw out and articulate compelling, accessible, key messaging from in-depth research and policy reports	E
Further qualifications in communications, PR, or related field	D
Knowledge of health or science policy issues	D
Project Management skills	D
Experience of organising and managing events	D
Personal Qualities	
Excellent organisational skills	E
Ability to cope with a full and varied workload, to adapt to pressure points, prioritise and work to deadlines	E
The ability to take initiative and work independently when required	E
A willingness to work as part of a small team and help out as needed	E
An interest in learning new skills	E

The ability to work to a high level of detail and accuracy	E
An understanding of the work of the Nuffield Council on Bioethics and its importance in the health and science policy environment	D