



Communications Officer (P/T)
Job Description
Home-based with occasional travel

About Plan for Peace

Plan for Peace (www.planforpeace.org), founded by three times Nobel Peace Prize nominee Dr Scilla Elworthy, is a non-governmental organisation (NGO) whose mission is to generate a groundswell of people from all sectors who believe that a world without destructive conflict is possible and necessary, and who consequently are actively engaged, through inner growth and outer action, in hastening this change.

About this role

The Plan for Peace Communications Officer will play a key role in growing a positive brand reputation for the Plan for Peace and its sister entity Business Plan for Peace (for further information see [here](#)). He/she will actively increase audience engagement by designing and delivering creative, engaging and high quality content across external media interfaces. The communications officer will work closely with and support Plan for Peace's Social Media Specialist. He/She will work 25 hours per week, with 50% flexible working hours.

Responsibilities:

Communication strategy

- Collaborate with the CEO and team to develop and implement an effective communications strategy in line with the organisation's strategy, that raises its profile and reaches new audiences.
- Responsible for growing online and social media presence, attracting target audiences and converting engagement to regular interest and support.
- Contributes to effective internal communications, processes and tools.

External Communications

- Write, edit, format, publish and distribute engaging content, including website and social media content, annual reports, newsletters, and other marketing material that communicates activities, results, products and services.
- Establish and maintain a media database.
- Effectively communicate stories through creative ways from Plan for Peace's work that aligns with values and touches the hearts and minds of audiences.
- Seek opportunities to enhance the reputation of Plan for Peace and Business Plan for Peace and coordinate publicity events as required.
- Maintain records of media coverage and collate analytics and metrics on a monthly basis, analysing results to increase reach and response.
- Oversee the development of the Plan for Peace newsletter and mail out of key messages to our subscribers.

Data and Site Management

- Set up a CRM platform to ensure effective engagement with donors and community members.
- Develop and use innovative platforms and approaches to attract traffic to our social media sites.
- Oversee the website and update content.

Person Specification

The **Plan for Peace Communications Officer** is someone who has a few years solid experience in similar communications roles. He/She will be a creative and an adept communicator and storyteller who thrives on creating innovative communication strategies and content that attracts and retains supporters and contributes to a world where destructive conflict is transformed. He/She understands how to develop brand awareness and is a creative, proactive thinker and doer, able to work well both independently and as a team. He/She will have the skills and experience in co-creating communications strategies for maximum results, creating interactive and engaging content for different audiences, and managing multiple stakeholder interests.

The Communications Officer will enjoy working both as part of a team through our virtual office and independently. He/She is self-motivated and finds that their personal values align with Plan for Peace's values, namely: *vision* - 'the future belongs to those that can see it; *balance* - balancing the left and right brain thinking, *effectiveness* - doing the inner work through reflective practises; *power and presence* through courageous conversations; remaining *light and resourceful* in facilitating and catalysing change; and a dedication to connecting the *local to global* by challenging traditional power structures and reimagining failing systems.

Essential criteria

- 3+ years experience in communications, journalism or public relations.
- Proven experience writing and distributing content to promote brand awareness, activities or products.
- Proficiency in design and publishing software essential.
- An effective communicator and team player who is skilled in supporting and maintaining professional relationships while growing community spirit.
- A professional and ethical approach to work with a track record that demonstrates a high level of integrity in line with Plan for Peace's core values;
- Bachelors' degree in communications, journalism, public relations, or a related subject.
- Confident and adept in using technology essential.
- Knowledge of indesign, photoshop or similar software essential.
- Proficient in microsoft office, customer relation and content management systems, and social media platforms required.

Salary range:

Salary range for this position:

£30,000 - £36,000 pro rata, dependent on education, previous experience and skills.

How to Apply:

Please submit your CV and a cover letter outlining how you meet the person specification by 1 June.