

## JOB DESCRIPTION AND PERSON SPECIFICATION

<b>JOB TITLE:</b>	Communications Officer
<b>REPORTS TO:</b>	Head of Communications
<b>LOCATION:</b>	Hybrid – home and attendance at office in London EC1 for a minimum of two days per week (with possibility of occasional overseas travel)
<b>DURATION &amp; HOURS:</b>	Permanent, full-time

### PURPOSE OF THE ROLE

To support the delivery of Farm Africa's communications strategy, helping to define and support Farm Africa's brand, build our profile and support fundraising activities.

You will take responsibility for the design and copywriting of Farm Africa on and off line materials, manage the programmatic content on the website, and support the implementation of Farm Africa's fundraising and awareness campaigns.

### KEY TASKS AND RESPONSIBILITIES

- ✎ With the Head of Communications design, write and edit a suite of publications, such as the Annual Review and project-specific learning reports, which clearly communicate the approach and impact of Farm Africa's programmes in eastern Africa.
- ✎ Develop, manage and update news articles, blogs and core content on Farm Africa's programmes for the website and social media.
- ✎ Manage an annual content plan, sourcing compelling content from across the organisation. Ensure that all information is correct and up to date.
- ✎ Create and source photographic, graphic and video content that brings Farm Africa's work to life.
- ✎ Respond to media enquiries and proactively work to secure media coverage about Farm Africa's programmes and fundraising initiatives in outlets relevant to the organisation's target audiences. Monitor and track media coverage.
- ✎ Work with Farm Africa's international communications officers and project staff to support their work implementing communication strategies, and to source up-to-date, engaging project updates.
- ✎ Take responsibility for Farm Africa's online photo and video library.
- ✎ Support senior staff in the development of professional and consistent PowerPoint presentations.

- ✎ Edit and proofread materials to ensure consistency and compliance with Farm Africa's brand, key messages and style guidelines.
- ✎ Undertake any other reasonable duties as directed by the Head of Communications.

PERSON SPECIFICATION	
Essential	Desirable
<b>Education, qualifications &amp; other knowledge</b>	
	A relevant qualification.
<b>Experience</b>	
Proficient in design, including good working knowledge of Adobe InDesign, Illustrator, Photoshop and Acrobat.	Experience and understanding of managing print processes.
Excellent writing skills, ability to tailor copy to the target audience and to simplify complex information, with clear evidence of ability to write for the web.	Excellent presentation and public speaking skills.
Experience of developing and implementing digital strategies and marketing campaigns across a range of channels.	Experience of supporting fundraising teams and delivering targeted online campaigns.
Evidence of producing inspiring digital content and building an engaged social media following.	Experience of developing and managing a cataloguing system for audio-visual assets.
Excellent attention to detail.	Experience of working in international development or agriculture.
Experience of creating and editing compelling video assets using software such as Adobe Premiere Pro.	Experience of supporting staff in remote offices.
<b>Skills &amp; abilities</b>	
Proven excellent project management skills able to juggle competing priorities.	Financial management skills.
<b>Attitudes</b>	
Ability to build effective relationships with colleagues and work collaboratively to achieve common goals.	
Ability to keep calm under pressure and to prioritise effectively.	
Evidence of ability to drive personal learning and keep up to date with digital developments.	
A demonstrable interest in Farm Africa's work.	

## Our Values

Investing in smallholder farming is the number one way to combat poverty in rural Africa. Farm Africa is a leading NGO specialising in growing agriculture, protecting the environment and developing businesses in rural Africa.

- **EXPERT:** Expertise and insightful evidence-based solutions are at the heart of everything Farm Africa does.
- **GROUNDLED:** Our teams and partners work closely with local communities, engaging them in every level of decision-making.
- **IMPACTFUL:** We deliver long lasting change for farmers, their families, and the environments they live in.
- **BOLD:** We model innovative approaches and are not afraid to challenge strategies that are failing.

Contact details:

[www.farmafrica.org](http://www.farmafrica.org)

[recruitment@farmafrica.org](mailto:recruitment@farmafrica.org)

Farm Africa, 3 – 5 Bleeding Heart Yard, Off Greville Street, London EC1N 8SJ

Tel: +44 (0)20 7430 0440

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