



THE PRINCE'S
COUNTRYSIDE
FUND

Communications Officer

Job Description & Person Specification

Role:	Communications Officer
Department:	The Prince's Countryside Fund
Contract:	Fixed-term to 31st March 2022
Hours:	Full-time (37.5 hours per week)
Location:	Victoria, London
Reports to:	Head of External Affairs

About The Prince's Countryside Fund

Established by HRH The Prince of Wales in 2010, The Prince's Countryside Fund is creating a real future for rural Britain. Our vision is of thriving family farms and rural communities, encouraged and recognised for the way they look after the countryside and their role in creating a sustainable future for our whole nation.

In practice, our work falls under three pillars – thriving farming families, confident rural communities, and inspiring support. We provide support, funding, and advice to all people living and working in the countryside, and our ambitious fundraising strategy underpins these aims.

We award over £500,000 in grants to rural, community-led projects across the UK each year and with a new three-year strategy in place, this is an exciting time to join our charity.

Purpose of the role

This role is central in delivering the Fund's objectives of driving awareness of the issues facing the countryside and increasing awareness of the Fund's work to a diverse audience to encourage support. Supervised by the Head of External Affairs, this role will support the delivery of our strategy to increase the charity's profile through all media channels (traditional and digital).

Main responsibilities/accountabilities

- Day-to-day coordination of the PCF's social media channels.
- Producing content for the PCF's monthly e-newsletter.

- Website administration including uploading news stories and ensuring page content is relevant and up-to-date.
- Gathering case studies and organising photograph and videography of PCF partners and beneficiaries as required.
- Drafting press releases and news articles for publication on the PCF website and to be distributed to media contacts.
- Assisting the Head of External Affairs and the Senior Communications & Events Officer with running an effective press office.
- Work with the Grants and Farming teams to support press activity as needed.
- Assist the Senior Communications & Events Officer with events as required.

Additional accountabilities

- Ensure that health and safety requirements are met in the areas for which the jobholder is responsible.
- The post holder may be required to carry out other duties that are reasonably to be considered as within the scope and purpose of the job and the aptitudes of the job holder.

This job description reflects the current requirements of the post. As duties and responsibilities change and develop due to changes in organisational and other circumstances, so the actual duties and responsibilities will vary from the particulars of this job description.

Special working conditions

- Travelling across the UK.
- Attending evening and early morning events.
- Some overnight stays.

Person Specification

Knowledge	<ul style="list-style-type: none"> • An interest in communications, media and PR. • Knowledge of social media platforms. • Knowledge or interest in farming and the countryside is advantageous.
Experience	<ul style="list-style-type: none"> • Experience of writing for different audiences. • Experience of working within a team. • Experience of building social media content.

Skills	<ul style="list-style-type: none"> • Strong written and oral communications skills; good spelling, grammar, and attention to detail are a must. • Good knowledge of Word, Excel and PowerPoint, and excellent computer skills. • Excellent attention to detail. • Creative, innovative and flexible. • Ability to work well within a team as well as independently. • Excellent organisational, planning, prioritisation and time management skills. • Understands and responds to developments in social media and is knowledgeable in all relevant platforms.
Behaviours	<p>Act in accordance with The Prince's Countryside Fund's three values: Practical, Collaborative and Empowering.</p> <p>Also:</p> <ul style="list-style-type: none"> • Enthusiasm and affinity for the work of the Fund and rural matters. • A hard worker and a doer who delivers results. • Recognises the implications of working within a charity. • Demonstrates flexibility and open mindedness. • Provides feedback and support.

31st August 2021