

Job Description

Job Details	
Job Title	Communications and Marketing Officer
Reporting Level	Projects and Communications Manager
Business Unit/Function	Marketing and Communications
Location	Office Based, London Head Office
Salary	£19,540 - £22,114 (depending upon experience)

Job Overview	
Interpal Overview	<p>Interpal is a specialist charity focused on providing aid to Palestinians in need across the occupied Palestinian territories, Lebanon and Jordan. We are small and dynamic charity expertly aiding vulnerable Palestinian refugees, as well as advocating for their humanitarian needs. Interpal are a close knit team of dedicated individuals committed to the cause, working in a positive and friendly environment.</p> <p>The Communications and Marketing Officer will work under the supervision of the Communications Manager, and work closely with other departments such as the Fundraising and Projects Departments.</p>
Purpose Statement	<ul style="list-style-type: none"> ▪ Responsible for delivering, implementing and coordinating Interpal's communications and marketing strategies and activities to maintain and increase the charity's profile. ▪ To support and manage campaigns and work with relevant departments as needed to implement campaigns across the organisation. ▪ To act as one of two main communications representatives for Interpal work alongside the PR/Fundraising Team to ensure all campaigns are communicated effectively thorough our media and communication streams.
Accountabilities	<ul style="list-style-type: none"> ▪ To be responsible for producing publicity material including leaflets, donor updates, monthly newsletters and print and broadcast adverts with the aim to maintain and increase the visibility of Interpal's profile. ▪ To maximise the use of existing and potential media and communications streams and raise awareness of the situation in Interpal's operational areas as well as awareness of the charities work and activities. ▪ To act as the liaison between Interpal and contracted media outlet/s in terms of programming, live broadcast appeals, advertisements, programme sponsorship and promotional broadcast material. ▪ To update content of website on a daily basis, by researching and reporting on updates and developments in Palestine. Investigate potential new communications opportunities especially online social networking sites. ▪ To act as the primary point of contact for all media or communication enquiries including enquiries from the press or donors and writing responses to press releases as and when required. ▪ To provide project management support for print and publication items including obtaining a creative brief, obtaining quotes from suppliers, agreeing copy and design, managing the internal approval process and ensuring the item is of a high standard, meets brand guidelines and is delivered on time. ▪ To produce and deliver Interpal's annual report which incorporates timelines, approval processes and liaison with the designer, accurately representing the work

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	<p>of the charity.</p> <ul style="list-style-type: none"> ▪ To maintain and update the collection of photographic and graphic material for all publicity material and work closely with the graphics designer to ensure relevant images are incorporated with publicity material. ▪ To work with the Head of Operations to ensure media and communication plans are implemented and deadlines met objectively. ▪ To project manage and present as required a positive image of Interpal through the participation at live appeals, events, exhibitions and any other promotional initiatives with the focus of promoting Interpal and its work as well raising awareness of the situation in Interpal's operational areas. ▪ To undertake sectional and/or departmental requests and/or tasks from the line manager. ▪ Any other duties as required by the role.
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Competencies and Qualifications

Competencies	<ul style="list-style-type: none"> ▪ Excellent written communications skills, including copywriting and editing. ▪ Highly organised and able to manage multiple tasks and deadlines ▪ Knowledge and understanding of the charity sector and marketing needs of a charity ▪ Excellent team work skills and ability to use own initiative when required ▪ Creative thinking and problem solving ▪ Knowledge and experience in using various modes of communication, such as social media, print etc.
Education	<ul style="list-style-type: none"> ▪ Educated to Degree Level. ▪ Degree in any related discipline desirable. ▪ Any professional qualification related to writing/design etc (desirable)
Work Experience	<ul style="list-style-type: none"> ▪ A minimum of one years' experience working with design, print, copywriting or production ▪ Proven experience of working in a media/communications role ▪ Experience of working within the charity/non-profit sector is desirable