

JOB DESCRIPTION



Content Officer

1. JOB DETAILS

Job Title:	Content Officer
Department:	Communications
Location:	Head Office
Band:	5
Status:	As per contract
Hours:	As per contract
Reporting to:	Senior Content Officer

2. OVERALL PURPOSE

The Content Officer will work with colleagues across the organisation to develop and deliver engaging content to raise awareness about the work of Combat Stress and the impact of our treatment on veterans. This content will include print materials for example the Combat Stress magazine and annual report, the Combat Stress website and social media channels as well as fundraising materials and event collateral. In addition the post holder will regularly compile case studies detailing veteran's first-hand accounts of our life changing treatment. These stories will be used across all our channels. The Content Officer will ensure a clear tone of voice and house style is used across all content channels.

3. KEY RESPONSIBILITIES

- Develop, research and compile copy for the bi-annual Combat Stress Magazine, working closely with the Senior Content Officer and Senior Marketing and Brand Officer to deliver the magazine within the required timeframe. Undertake and manage copy reviewing, proof reading and in-house approval process to ensure all relevant parties provide sign off. Ensure appropriate consent is received for all veterans featured.
- Story telling through veteran first-hand accounts of our life-changing treatment is an important focus. Veteran stories are a powerful way to communicate the value and impact of the charity's services, raise awareness of mental health and help encourage other veterans to seek help from the charity. The post holder will be required to source, interview and write up veteran stories ensuring informed consent is given by veterans and that interviews and liaison with veterans is handled sensitively and appropriately working closely with clinical colleagues. All veteran

stories to ideally include written content, appropriate imagery and video or audio clips.

- Develop, research and compile copy for promotional materials (e.g. leaflets, posters, adverts) for use externally to raise awareness and encourage veterans to seek our help. Work closely with the Senior Content Officer and Senior Brand and Marketing Officer to ensure an integrated approach with consistency of message and that all communications are on brand.
- Assist in the development of targeted, impactful fundraising materials by working closely with the Fundraising Team in the development of concepts, copy and design. Materials may include mailings, event collateral (e.g. invitations, programmes, auction sites, speeches and presentations) as well as supporter communication (emails, telephone script, etc.).
- Work closely with the Senior Brand and Marketing Office and Senior Content Officer on the roll out of the new Combat Stress tone of voice to help develop understanding and use of this across the organisation. Alongside our new, impactful look (launched September 2017), we are now developing a new tone of voice. Speaking in a clear and consistent voice will help us stand out to those who need our help and to those who support us. The roll of our new tone of voice will take place during 2018.
- Work closely with the Senior Content Officer and Digital Engagement Manager to develop and refresh the content on the Combat Stress website (both copy and appropriate footage).
- Help to source and manage veteran involvement at Communication and Fundraising events. This includes finding an appropriate veteran for the occasion, liaising with the veteran over requirements and expectations, managing their attendance and post event follow up.
- Working with an external supplier, manage the proof reading process for all relevant materials.
- Work closely with the Operations Department to keep up to date on new developments and new ways of working to ensure our communication materials reflect our latest services, policies and procedures.
- Share content and insight with Communications and Fundraising colleagues to maximise use of content created.
- Working closely with the Head of Communications, manage and write content for the Combat Stress intranet.

General Responsibilities

- Attend the monthly Communications Team meetings to update colleague on current projects.
- Attend the weekly Fundraising Department meeting as required to provide an update on activities for the Communications Department.
- Support other team members as required – for example ad hoc provision of cover for social media accounts.

- Contribute to the development of team plans and activities.
- Occasional attendance at awareness-raising or fundraising events which may include evenings and weekends.

4. RISK MANAGEMENT

All staff have a responsibility to manage risk within their sphere of responsibility. It is a statutory duty to take reasonable care of their own safety and the safety of others who may be affected by acts or omissions.

As an employee of Combat Stress you are required to be risk aware, readily able to identify risks faced by you and by Combat Stress in the course of your day-to-day employment. Where a new risk is identified it is to be reported through your line manager.

We reserve the right to ask you from time to time to undertake any other reasonable duties as required within this role.

Signature – Job Holder

Date

Signature – Line Manager

Date

Reviewed/created: March 2018

Next review date: March 2019