

## JOB DESCRIPTION

<b>Job Title</b>	Communications Officer	<b>Date of JD</b>	September 2024
<b>Department</b>	Education and Communications		
<b>Reporting to</b>	Communications Manager	<b>Job family</b>	Executive
<b>Line reports</b>	None		
<b>Scope and Objectives</b>			
<p>The British Nutrition Foundation exists to give people, educators and organisations access to reliable information on nutrition. Grounded in science, working with experts, we support people on their journey towards a healthy, sustainable diet. Our vision is that everyone can access healthy, sustainable diets, and we contribute to this by translating evidence-based nutrition science in engaging and actionable ways.</p> <p>The purpose of the Communications team is to raise the profile of the British Nutrition Foundation (BNF) as a public-facing charity and a trusted source of information about food and nutrition, deepen engagement and ensure that the brand identity, messaging and tone of voice build a coherent, compelling and distinctive brand.</p>			
<b>Specific responsibilities</b>			
<ul style="list-style-type: none"> <li>▪ Help plan, create and deliver an engaging plan for the Foundation’s social media accounts including the creation of social media assets and content.</li> <li>▪ Coordinate day to day media queries and responses.</li> <li>▪ Support with content creation (such as press releases, website updates, newsletters, video, infographics and other marketing materials).</li> <li>▪ Monitor UK media to identify proactive media opportunities and needs.</li> <li>▪ Manage media administrative tasks such as media monitoring and KPI reporting, updating media contact lists and database subscriptions and so on.</li> </ul>			
<b>PERSON SPECIFICATION</b>			
<b>Essential Criteria</b>			
<ul style="list-style-type: none"> <li>▪ Experience of working in a Communications role, ideally client-side.</li> <li>▪ A strong track record of delivering engaging social media content across different channels and audiences to support organisational priorities.</li> <li>▪ Experience of writing health or consumer-facing scientific copy, ideally in a non-profit and/or public health environment.</li> <li>▪ Excellent writing skills, able to adapt for different channels and audiences.</li> <li>▪ SME mentality; comfortable with a broad role in a small organisation and happy to flex from the strategic to tactical, taking a ‘hands-on’ approach.</li> <li>▪ Self-directed, able to work without undue supervision.</li> <li>▪ Resilient under pressure with excellent interpersonal skills.</li> </ul>			
<b>Desirable Criteria</b>			
<ul style="list-style-type: none"> <li>▪ A personal network in the food and nutrition/public health/health media.</li> <li>▪ Experience of crisis management would be desirable but not essential.</li> <li>▪ Knowledge of and experience of working with organisations in food and/or public health.</li> </ul>			

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.

### **Special features of the role**

This role is a member of the 24/7 duty press officer roster.

The role also supports crisis management and on the rare occasions that such matters arise, will be needed to work out of hours at short notice.

Hybrid working: This role is London based and requires up to 3 days / week in the office with 2 days remote.

*The British Nutrition Foundation is committed to equality, diversity and inclusion. It is essential that the post holder is committed to make a positive contribution to their promotion and implementation in all aspects of this role.*

N.B. This job description summarises the key features of the role, it is not intended to be a detailed description and does not cover all the duties that the job holder may reasonably be expected to fulfil.