



## **Communications Officer**

Location: London office  
Hours: Full time (37.5 hrs)  
Salary: circa £28,000 plus pension  
Reports to: Head of Communications

### **Background**

Founded by Dame Esther Rantzen, the Silver Line is the UK's only free, confidential, 24-hour helpline for vulnerable and isolated older people. Since launching nationally in November 2013 we have received over two million calls. We have also recruited and trained over 4000 volunteers as Silver Line Friends who make weekly calls to older people, or exchange a letter.

Approaching our fifth birthday, we have established robust services in all areas of our helpline and friendship operations, including establishing our helpline in Blackpool with 170 staff. The Silver Line is now moved into its next exciting phase of development to significantly grow sustainable income from multiple sources and to grow our influence by being the "go to" charity on issues affecting loneliness and older people.

### **Purpose**

Our communications are vital in helping raise our profile as a relatively new charity, albeit one with a considerable presence thanks to the profile of our Founder and President Esther Rantzen. This role is an exciting one, giving the opportunity to work across the communications disciplines to ensure we are properly engaging with supporters and raising our profile in the national and sectoral media.

You will have strong relationships with our fundraising, communications and operations teams, and will work closely with the Chief Executive.

### **Responsibilities**

#### **Press**

- Field inquiries from stakeholders including journalists, policy makers and volunteers
- Create press releases and statements as needed
- Manage a database of media contacts and case studies

#### **Digital**

- Develop, manage and update engaging content for website and social media
- Maintain social media accounts
- Plan and create multi-media communications materials

#### **Communications**

- Produce, edit and distribute a range of materials for external and internal audiences, dealing sensitively with those whose personal experiences are featured
- Provide communications support for campaigns and fundraising

- Help market and communicate events, such as fundraising challenges, conferences, and events for the public
- Review and update Silver Line materials regularly
- Maintain a system for press cuttings, including monitoring and reporting on them
- Work with dedicated volunteers to produce a bank of case studies

### **Brand**

- Ensure consistent branding is used
- Help maintain and build reputation

### **Person specification**

We are looking for a confident, creative individual with an eye for detail to join our highly motivated and committed charity.

### **Experience**

- Experience working in a communications or marketing role.
- Experience of developing, delivering and evaluating integrated communications activities.
- Excellent written communications skills, with the proven ability to write engaging copy for a range of channels and audiences.
- Knowledge and understanding of all aspects of social media activity and experience of delivering this for an organisation
- Excellent verbal communication skills to deal with a range of internal and external stakeholders and carry out presentations and briefings as required.
- Understanding of brand principles and the application of these in communications and marketing.
- Ability to work proactively using own initiative, prioritise work and meet deadlines, with well-developed time management skills and attention to detail
- Excellent interpersonal skills with the ability to communicate and negotiate with a wide range of people at all levels internally and externally.
- Experience of evaluating communications activity.

### **Values and Behaviours**

- An understanding of and commitment to the work and values of the Silver Line, and an ability to demonstrate those values in their work
- An empathy and understanding of the issues that affect older people
- A proven ability to demonstrate high degree of personal integrity, self-determination and honesty
- Energetic, self-motivated with high standards and an appropriate professional image