



Communications, Impact & Engagement Officer

Job title: Communications, Impact & Engagement Officer

Contract: Permanent

Working pattern: 37.5 hours per week (full-time)

Pay: £27,000 - £30,000

Location: London

About Action for Stammering Children

Action for Stammering Children is the national charity for children and young people who stammer, their families and the communities who support them.

We exist to ensure that every child who stammers has the support, respect and confidence to live the life they want to lead.

Founded in 1989, we provide support and information to young people, families and professionals; champion research into childhood stammering; and campaign for policy and societal change.

About the Role

We are looking for a talented communicator with a flair for ensuring that Action for Stammering Children's key messages, policy and fundraising campaigns reach the right people and make a real difference to the community we serve. In this role, you'll be responsible for all aspects of communications and online promotion for our growing and ambitious charity. Adapting the charity's message for a range of internal and external audiences will be second nature to you, and you'll be adept at using a range of communication channels to get the word out, including organic and paid-for social media, segmented emails, video, press releases, or via in-person or online events.

On a typical day, you might be working with a member of our youth panel to prepare them for a media appearance, preparing the groundwork for the launch of a new policy report with internal and external stakeholders, or working with fundraising colleagues to get the word out about our latest fundraising appeal.

But regardless of the channel or the message, your attention to detail, writing and presentation skills will be flawless, and you'll bring a creativity and flair that helps to bring the charity's campaigns and ideas to life. It's an exciting time at Action for Stammering, with a new strategy which will see us increase the charity's reach, impact and engagement with the stammering community more than ever before. This role will be vital to enabling us to deliver that.



Key responsibilities

- Responsible for delivering all aspects of the charity's outreach to new audiences and engagement with existing supporters both on and offline.
- Working with the Chief Executive to develop the charity's communication, research impact and policy strategies, as well as working with fundraising colleagues to design and implement online fundraising campaigns and supporter journeys.
- Leveraging the charity's recent rebrand and new visual identity to re-introduce the charity to new and existing stakeholders, building our profile while remaining consistent as well as distinctive.
- Using a range of digital marketing techniques, including Google Grants, other PPC advertising and organic social media, to grow our email list and to engage and develop new supporters.
- Assisting the CEO in launching new publications, research reports, teacher and parent resources, and other assets, helping to maximise their impact with key stakeholders in the stammering community.

Person Specification

Essential

- A strategic communicator, capable of confidently adapting the charity's message across audiences and communications channels.
- Digital marketing skills, including experience in proactive social media management, paid-for PPC and writing search engine optimised (SEO) content.
- Experience in email marketing, including audience segmentation, automation and email list building techniques.
- Strong interpersonal and presentation skills, with the ability to manage relationships with key external stakeholders and high-value donors in a professional way.
- A strategic approach to growing the charity's reach and supporter base through techniques such as lead generation and supporter journeys.

Desirable

- Existing knowledge or experience of stammering or language and communication difficulties from either a lived or academic perspective.
- Technical web development, photography or video production skills.
- Media/press skills.



How to Apply

To apply, please send your CV and a cover letter outlining your interest and relevant experience for this role to admin@stammeringchildren.org

If you have any questions or would like to discuss the role informally, please contact the CEO, Ria Bernard: admin@stammeringchildren.org