

JOB DESCRIPTION

Job Title	Communications Assistant – Media and Content
Reporting to:	Officer level staff member in Communications
Location	Central London, with some remote working supported
Hours	37.5 hours / 5 days a week Flexible working arrangements supported
Salary Band/Grade	1
Duration	Permanent

Background Information

About the Centre for Ageing Better

The UK's population is undergoing a massive age shift. In less than 20 years, one in four people will be over 65. The fact that many of us are living longer is a great achievement.

But unless radical action is taken by government, business and others in society, millions of us risk missing out on enjoying those extra years.

At the Centre for Ageing Better we want everyone to enjoy later life. We create change in policy and practice informed by evidence and work with partners across England to improve employment, housing, health and communities.

We are a charitable foundation, funded by The National Lottery Community Fund, and part of the government's What Works Network.

We are striving to create an organisation that reflects our society and the communities we serve. A workplace where everyone feels empowered and where diversity of background and thought is celebrated. We know there is more work to be done and are committed to continuing to improve our practice around Equality, Diversity and Inclusion

Job Purpose

Working within a small, highly focused team, the Communications Assistant will carry out a wide variety of communications activity with a focus on media relations and developing content for our channels and campaigns.

Specific duties and responsibilities

Key responsibilities

- **Media relations** - using all forms of print and broadcast media to promote our work and fulfil our mission for change. This includes drafting press releases, statements, op-eds feature material and other forms of content; sourcing and writing case studies; supporting media appearances; developing pitches and selling in stories and interview opportunities to broadcast, print and digital media outlets. The role will also involve daily media monitoring and helping to build relationships with key journalist and publications.
- **Content production** – supporting the creation of compelling content that communicates our work and impact. This includes blogs, speeches, case studies, scripts and plans for films and animations, infographics, slide decks, pieces for internal communications, etc.
- **Communications planning** - supporting the development of project and programme-level communications plans, working with the communications team in an integrated way
- **Design and publishing of our outputs** – working with teams internally and managing external suppliers on the design and publication of our reports and other outputs

In addition, this role will include:

- **Digital communications** – publishing content on the website and on social media channels
- **Events** – helping the events officer to plan and manage online and in-person events
- **Public affairs** – supporting our work with parliamentarians and stakeholder engagement activity
- **Maintain accurate records** – helping us maintain records that are GDPR compliant and support the comms team with general administrative duties.

Act in line with Ageing Better’s principles and values

- Take personal responsibility for safeguarding and promoting the rights of older people
- Comply with our policies and procedures at all times, in particular Data Protection
- Promote and support open and effective collaboration across Ageing Better
- Carry out all duties in a professional manner and in line with our values
- Undertake any other roles or responsibilities that may be reasonably required

Person specification

Criteria	Essential	Desirable	How identified & assessed
Knowledge/Skills			
Excellent organisational skills and ability to juggle multiple projects simultaneously, while maintaining a high degree of accuracy and professionalism	✓		Application and Interview
Excellent time management and prioritising skills; ability to work to tight deadlines	✓		Application and Interview/Test
Excellent verbal communication skills and experience dealing with a wide range of people	✓		Application and Interview

Good computer skills and experience using Word, Excel and PowerPoint	✓		Application and Interview
Excellent and fast writing skills with the ability to absorb long and complex policy issues quickly and turn them into clear, compelling content	✓		Application and Interview/Test
Interest in social policy issues and current affairs	✓		Application and Interview
Experience			
Experience of communications work in a similar context including some experience of working with the media	✓		Application and Interview
Personal qualities			
Commitment to Ageing Better's mission and principles	✓		Interview
Collaborative approach and ability to build effective relationships as part of a small team and to the wider team of colleagues	✓		Interview
Ability to take initiative and be creative in solving problems	✓		Interview
Ability to work independently and collaboratively as part of a small team	✓		Interview
A demonstrable commitment to Equality, Diversity and Inclusion (ED&I), and a willingness to learn about and engage in these issues on an ongoing basis	✓		Application and Interview