COMMUNICATIONS OFFICER

LOCATION: CENTRAL SCOTLAND - Fully home based but may include a proportion of time in our office in North Berwick on the east coast of Scotland.

SALARY: £26,500 – £31,500 per year

HOURS: Full-time 37.5 hours per week (flexible working patterns will be considered)

START DATE: As soon as possible

CLOSING DATE: 7 December 2022

We are looking for a communications all-rounder to support the implementation of our new Global Strategy 2022 – 2030 at an exciting time for our organisation.

Alliance for Water Stewardship (AWS) is a global membership collaboration that connects organisations dedicated to promoting the responsible use of freshwater. Our members include businesses, NGOs and public sector organisations. Members contribute to the sustainability of local water resources through adoption and promotion of a universal framework for sustainable water use – the International Water Stewardship Standard (AWS Standard) – that drives, recognises and rewards good water stewardship.

Having recently developed a new Marketing and Communications Strategy to underpin our Global Strategy, we are now looking to recruit a new Communications Officer to help us meet our goals.

ABOUT THE ROLE
Reporting to the Communications Lead, and working closely with the Senior Communications Officer, the role will be hands-on and varied across a range of activities. You will plan, implement and evaluate marketing and communications campaigns, with a particular focus on engaging existing and potential AWS Members.

Activities will include planning social media and events, creating toolkits and developing blogs. You will also play a crucial role in managing key channels such as the AWS Tools Hub (tools.a4ws.org), Social Media accounts, and Email including the coordination of our International Newsletter.

WHO YOU ARE AND WHAT YOU’LL DO
We are looking for a personable and versatile individual, with experience in communications and events.

- You have an eye for detail, helping to ensure that the AWS brand is applied consistently.
- You are a confident writer, able to translate technical information into accurate and engaging copy.
- You are highly organised and take a proactive approach to coordinating multiple tasks and deadlines.
- Fundamentally, you will be excited to learn more about water stewardship and environmental sustainability issues, and engage stakeholders through effective communications.

In return for your commitment, you will get an insight into an international organisation, working at the forefront of water stewardship as part of a highly motivated global team.

**Job Tasks and Responsibilities**

- Support the Communications Lead and Senior Communications Officer in the execution of the new Marketing and Communications Strategy
- Manage key channels, including the AWS Tools Hub and social media accounts, and provide support for the a4ws.org website refresh project
- Provide dedicated support for AWS events, such as the AWS Global Water Stewardship Forum in May
- Draft and design event marketing materials & liaise with designers and partners
- Produce toolkits for AWS members and stakeholders to amplify key moments
- Produce a schedule of blogs and webinars to engage AWS members
- Write member emails and produce the bi-monthly international newsletter
- Assist the team to prepare presentations and speak on behalf of AWS at events
- Deal with member requests to use AWS’s logos
- Undertake research and data analysis to inform activities and campaigns
- Monitor and report on the impact of AWS’s communication strategies/ channels
- Provide assistance to the Chief Strategy Officer, including internal reporting to AWS staff and the AWS Board
- Assist System Integrity-led outreach activities such as the development of knowledge & learning materials
- Assist Programmes-led outreach activities such as developing stories about AWS water stewardship in key regions
- Ensure brand consistency through proofreading and correct use of branded templates
- Manage contractors such as designers and translators

**Person Specification**

**Essential criteria**

- Degree or equivalent in a relevant discipline
- Familiarity with themes on sustainability and water
- Experience in communications and social media activities in a professional environment
- Prior experience organising events (in-person or online)
- Excellent written and spoken English language skills
- Proficient with IT-based and web systems (WordPress, Mailchimp, Google Analytics, Google Ads, Zoom Webinar and Salesforce are a plus)
- Passion for creativity, with the ability to think innovatively and take initiative
- Excellent interpersonal and teamwork skills
- Confidence with administrative and logistical tasks
- Strong organisational skills and time management
- Excellent attention to detail

**Other desirable criteria**
• Spanish and/or Chinese language skills
• Familiarity with and prior use of graphic design software (for example, Adobe CC, Canva)
• Prior experience working for another membership organisation
• Prior experience working in a global team
• Budgeting and financial management

HOW TO APPLY

If you want to help shape the future of water, work with an energetic and supportive team, and get the opportunity to deliver fantastic results, we want to hear from you.

Please send an email marked ‘Vacancy: Communications Officer’ to gail@a4ws.org. Your email should include the following attachments:

- A covering letter explaining why you are interested in the position and demonstrating how you meet the person specification.
- Your current CV with email addresses and telephone numbers of two referees.
- An indication of when you would be available to take on the role, if selected.

Closing date for applications: 7 December 2022

Only shortlisted candidates will be contacted. Unfortunately, we cannot provide feedback to unsuccessful candidates.