**Job Description: Communications Officer**

**Key responsibilities:**

* Assist the CEO in the planning and delivery of the communications strategy.
* Manage, write content and update the Pinpoint website (a WordPress site).
* Manage the promotion of events and activities through the website and Eventbrite.
* Manage, write content and develop Pinpoint’s social media presence: Facebook, Instagram and Twitter. We use Hootsuite software.
* Manage, write and produce Pinpoint’s information and marketing materials
* Produce marketing materials to promote Pinpoint activities. We use Canva and Adobe software.
* Write and produce a monthly newsletter and distribute using an online marketing tool. We use Mailchimp for distribution.
* Produce Pinpoint’s annual report with content input from Trustees and CEO.
* Produce surveys and polls using online tools and produce summary reports.
* Manage the communications mailboxes and reply to client emails on behalf of Pinpoint
* Write and produce performance reports regarding the website and social media.
* Build and maintain Pinpoint's image library.
* Produce copy for external publications in print and online.
* Lead on the planning, promotion, and delivery of the annual conference. We use Zoom as our platform.
* Proof all comms materials prior to publication.
* Ensure we are GDPR compliant and manage other permissions related to our communications.
* Carry out any other duties in agreement with the CEO and commensurate with the role.