



Communication and Engagement Officer

Job Description

£38,400 per year, pro-rata, 3 days a week, flexible hours – 2 year fixed term contract with possible opportunity to extend.

Hybrid working (Head office in Winchester)

The Women's Royal Army Corps Association and Cobseo's Female Veterans Cluster are seeking a Communication and Engagement Officer to support an exciting, transformational project to support female veterans of the Royal Navy, Army and Royal Air Force.

Funded by the Armed Forces Covenant Trust, this work will transform the experiences of female veterans and address barriers to access in areas including health and wellbeing, transition and employment, care, finance and pensions, housing, terms of service, historic hurt and loneliness. Collaborating across government, statutory, charity, and commercial organisations, the project will innovate within the sector, design sustainable provisions and translate research into action.

Reporting to the Project Lead for the Female Veterans Transformation Programme, you will be responsible for developing a communication and engagement strategy and then implementing this during the course of the programme. This includes engagement and consultation with key stakeholders including Office of Veteran Affairs, MoD, NHSE, devolved nations health services, Royal Navy, Army and Royal Air Force (including Associations and charities), Veterans Commissioners, other veteran-facing organisations aligned through the Cobseo Female Veterans Cluster Group and female veterans themselves.

Key Responsibilities

- Work with the Project Lead to create a communication and engagement strategy for the Female Veterans Transformation Programme (FVTP)
- Increasing awareness of the Female Veterans Transformation Programme, maximise reach and engagement
- Promote the outcomes of the programme using a wide range of media, digital platforms and other relevant methods
- Plan, organise and manage marketing campaigns, promotional events and projects from conception through to completion, in line with agreed requirements
- Engage with a wide variety of people enabling and encouraging others to participate, network and share.
- Ensure our stakeholders feel equipped with the knowledge & support they need to to better support and understand female veterans

- Write, edit and create content. You will have a good understanding of digital, data and technology and be innovative in your thinking about how to apply these to our communications, engagement and awareness raising.
- Develop web based content for the Female Veterans Transformation Programme Lead on both on and off-line materials and communications.
- Attend events organised by partners and external agencies to raise awareness of and promote the FVTP
- Support focus groups, stakeholder consultations and any other engagement activities with the Project Lead
- Produce internal communications and briefings to deliver key messages and updates – support project reporting
- Support the COBSEO Female Veterans Cluster and the Project Board through general admin tasks – setting meetings, taking minutes and handling questions

The WRAC Association is based in Winchester. We are offering hybrid working to include working-from-home and expect the post-holder to undertake UK travel where appropriate, to include occasional overnight stays.

The WRAC Association is an inclusive employer seeking to attract and employ the best people from the widest talent pool and committed to supporting our staff and the female veterans we serve. If you see yourself as the motivated, engaging leader of this transformational project, we look forward to receiving your application. All applicants must be able to demonstrate current eligibility to work in the UK

Person Specification

Experience

Essential

- Proven experience of devising and implementing engagement and communication strategies.
- Ability to demonstrate stakeholder management and strong relationship building.
- Ability to engage, inspire and positively respond to individuals and groups
- Ability to work independently and under pressure, juggling a number of high-profile projects
- Ability to understand and clearly express complex ideas and issues in a clear and accessible way to a range of different audiences.
- Ability to think creatively and introduce new ideas and concepts.
- Ability to manage confidential and sensitive information appropriately.

Desirable

- Experience of working in a charity or not-for-profit setting

Skills/Knowledge

Essential

- Experience of developing and managing content for a range of social media channels.
- Experience of managing, editing and (co-)creating content for websites.
- Excellent eye for detail and ability to write, edit, and proof-read a range of on and offline material including letters, briefings, presentations, newsletters, blogs.

- Experience of developing and using a range of communications channels and tactics to communicate to a range of external audiences.
- Experience of monitoring and evaluating marketing/social media activity.

Competencies

Essential

- Polite and professional manner. Honest.
- Good time management, with the ability to work on own initiative and to prioritise and plan a busy and diverse workload to meet deadlines.
- Self-directed, calm under pressure, confident and proactive.
- Good team player with a friendly can-do attitude.