



## **Job description – Communications Officer, Poland**

**Reporting to:** Director, HEAL Poland

**Purpose of the role:** The Communications Officer, Poland is responsible for developing and implementing effective communications strategies to promote the advocacy priorities of HEAL Poland. Working closely with the Director, HEAL Poland, they manage all of HEAL Poland’s media work and digital platforms, develop, or coordinate the development of, content for different communications platforms and tools, and monitor the performance of all communications outputs with a view to improve the overall impact of HEAL Poland’s communications activities.

**Salary scale:** B

### **Key duties:**

#### **Communications and media strategy**

- Develop and implement effective communications strategies to promote HEAL Poland advocacy priorities, under the guidance of the Director, HEAL Poland
- Coordinate with the HEAL Head of Communications to identify and seize potential communications opportunities
- Develop a HEAL Poland press and media strategy, and maintain and strengthen relationships with press and media contacts

#### **Website and social media management**

- Manage, update and maintain HEAL Poland’s website, ensuring that its content is up-to-date and relevant
- Manage all social media channels, with a view to grow our audience and increase engagement
- Coordinate and exchange with the HEAL Communications team, and more specifically with the social media lead on best practices, analytics, strategic development of the social media channels

#### **Content creation**

- Develop, edit and distribute content for different communications platforms and tools (website, social media, blogs and articles, press releases, newsletters, one pagers/flyers, quote cards, infographics, materials, presentations, speeches, interviews, emails)
- Liaise with external designers and other suppliers to produce materials (e.g. reports, infographics, etc.)
- Ensure that all HEAL Poland materials adhere to HEAL’s identity and style guide

### **Performance monitoring and reporting**

- Analyse the performance of HEAL Poland's communications channels, identify and implement improvement opportunities
- Monitor press clips and other media materials
- Prepare and regularly update reports related to HEAL Poland's communication activities

### **Organisational development**

- Help to strengthen the information flow and collaboration between HEAL Poland and the HEAL Secretariat on communications
- Contribute to HEAL reporting obligations
- Participate actively in weekly HEAL meetings, the HEAL team retreat and HEAL's annual general assembly
- Support colleagues with managing events (meetings, webinars, conferences, etc.), including by providing technical and logistical support
- Undertake any other relevant duties and projects delegated by the HEAL Poland Director in line with the responsibilities of the post

### **Person specification**

#### *Required skills, knowledge and experience*

- University degree in communication, journalism, political science or a related field, or comparable professional experience
- At least 3 years of relevant experience working in communications, media, journalism or in a closely related context
- Native-level proficiency of Polish
- High proficiency in written and spoken English
- Outstanding writing and editing skills
- Proven technical knowledge of a wide range of multimedia, web and digital tools, including Wordpress, MailChimp, Adobe Creative Suite, Canva, etc.
- Excellent social media skills
- Good understanding of the needs of media and public audiences, from an NGO/advocacy perspective
- Strong planning and organisational skills, with the ability to plan and execute communications strategies
- Ability to prioritise, use own initiative and work independently
- Commitment to HEAL's values and mission

#### *Desirable skills, knowledge and experience*

- Existing network of Polish journalists and media contacts
- Experience in communicating about environmental health topics
- Experience with organising events
- Knowledge of additional European languages