

RNRMC Job Description

Job title		Responsible to
Communications Officer (Fundraising)		Director of Marketing and Communications
Department	Post Number	Date Reviewed
Marketing and Communications		16/09/2024

About the Royal Navy & Royal Marines Charity

RNRMC is the Navy’s principal charity which exists to support every sailor, marine and their families, for life. We do this by offering grants to and working with, other organisations to deliver programmes that meet the needs of our beneficiaries. We work hard, engaging with supporters to help raise awareness and funds to deliver the outcomes required for today and tomorrow.

Values

In all your dealings, you will be expected to abide by the values of the charity and act as a role model both internally and externally. The values are:

Beneficiary focused	We will use the best evidence available to achieve maximum impact on the lives and morale of those who serve today, or who have ever served, and their families.
Integrity	We will act with honesty and transparency in all our activities.
Commitment	We will demonstrate the highest ambition and commitment for our cause
Inclusiveness	We will recognise and celebrate diversity in the sector
Teamwork	We will always behave in a way that strengthens the sector

Job Summary

As a key role within the Marketing and Communications team, the Communications Officer (Fundraising) will focus on raising awareness amongst existing and potential stakeholders and fundraisers. Working closely with the Fundraising team, you will be responsible for researching, sourcing, and writing powerful fundraising stories and case studies, ensuring consistency with our brand and messaging, that bring the RNRMC to life which engender support and drive engagement.

You will have previous experience within a communications, marketing, or PR role along with a good standard of education, excellent written and verbal communication skills, along with good attention to detail. You must possess strong story-telling skills with the ability to translate the complex and nuanced work of the RNRMC into clear and concise narratives that increase understanding of the charity. You will have excellent interpersonal and engagement skills, with a welcoming and collaborative approach to working with colleagues and the ability to maintain strong relationships with internal and external stakeholders. You will be highly organised with the ability to prioritise and manage a busy workload, juggling consecutive projects and often conflicting deadlines.

Frequent travel to meet and interview beneficiaries will be required, along with a willingness to work outside normal office hours in order to obtain the story.

The RNRMC operates a hybrid working framework involving the opportunity to work from home and in the RNRMC offices. There will be a small number of roles where employees will be required to work only from our offices, but typically the majority of employees will be able to work remotely on average 40% of their working week. All employees are welcome to use our office for their whole working week if that is their preference.

Responsibilities and Duties

Fundraising Case-studies and Stories

- Work with our Fundraising team and partner organisations to source new content (stories and case studies) gathering all necessary information, ensuring any sensitive information is handled appropriately and with full compliance with relevant data protection and safeguarding practice.
- Draft engaging and on-brand content for the RNRMC's digital and print communications including interviews, articles, and features for teams across the organisation. This includes writing articles for Navy News, Homeport, other similar publications as well as wider media platforms.
- With the Communications Officer (Grants) develop, manage, and maintain a database of case studies and a bank of photographs to meet the objectives of a wide range of teams including media, campaigns, and fundraising.
- Through the creation of collateral, promote fundraising for RNRMC ensuring brand consistency.

Other Content

- With the Communications Officer (Grants) ensure RNRMC is visible in key Royal Navy publications and communication channels.
- Participate in concept development for different communication channel strategies with colleagues to enrich creativity and collaboration.
- Produce content for the RNRMC website and social media channels, including videos and other visual elements.
- Assist in the creation and distribution of communications materials, including newsletters, press releases and social media content.
- Work across teams to produce content for public-facing communications ensuring that content is audience appropriate, consistent with RNRMC brand identity, tone of voice and key strategic messaging.

Other

- Follow up on the communication requirements of CIA partners, major fundraising announcements, campaigns and individuals raising money for RNRMC and provide them with communication advice as appropriate.
- Develop a fruitful and sustained relationship with British Forces TV and British Forces Radio.
- Support the delivery of RNRMC's annual Impact Report, including drafting of copy and sourcing quality imagery.
- Help manage the RNRMC's online platforms, including our website, the media library.
- Assist the Brand and Design Lead by acting as a brand champion, monitoring use of logo, messages, language, iconography, and other visual elements.
- With the Communications Officer (Grants) manage regular subscriptions to trade media publications. Such as Navy news, Globe and Laurel and Homeport.

- Report activities on a monthly basis to the Director of Marketing & Communications (DoMC) in a pre-agreed format.
- Create and maintain relationships with marketing and communications teams of external organisations to enhance collaboration and promote the RNRMC's initiatives.

Other

- Act as a champion, displaying model behaviours and professionalism in company values.
- Rigorously follow organisational Safeguarding, Risk Management and Health and Safety policy and procedures
- Be a brand ambassador for the Royal Navy and Royal Marines Charity and be able to 'sell' and support the charity to external audiences.
- Support the RNRMC in seeking ways to continuously improve.

Team

- Adopt an 'in it together' team attitude, taking personal responsibility for fostering good working relationships amongst colleagues within the department and across the charity.
- Support the department in inducting new staff members and in developing colleagues.
- Support the department in seeking ways to continuously improve.

Self-Development

- Take responsibility for your own professional development, seeking advice from others for career-based matters.
- Fully participate in the annual Professional Development Review process and one to ones as required.
- Attend training sessions as and when required to ensure compliance with Health & Safety, Safeguarding, RNRMC Policies and procedures or other training programmes as directed.

This description is not intended to establish a total definition of the job, only an outline of the duties involved. You will be expected to carry out any other duties commensurate with the level of the post and which may reasonably be required by the Charity.

RNRMC may amend an employee's duties and responsibilities from time to time and may require you to undertake other duties and responsibilities as are necessary to meet the needs of the Charity.

Outline of Main Terms, Conditions & Benefits

Job Title	Communications Officer (Fundraising)
Post Number	1051
Employee Name	Vacancy
Issue Date	17/09/2024
Start Date	From 1 October 2024
Location	Building 37, HMS EXCELLENT, Whale Island, Portsmouth, PO2 8ER

Contract Details

Appointment Type	Permanent - Full Time
Probationary Period	
For new starters 6 months. Reviews will be held at 1 month, 2 months and 4 months, with a final review held at 6 months.	
End of Probation	On / around 6 months from start date
Notice	
Both employer and employee may terminate the appointment by giving the other not less than one month's notice in writing.	

Remuneration

Annual Salary	£26,500 to £29,000
Hourly Rate	£14.56 to £15.93

Pay Method

Salary will be paid in 12 equal monthly instalments by BACS transfer into the nominated bank or building society account on or around the 21st of the month.

Hours of Work

09:00am to 5:00pm, Monday to Friday, which is equivalent to 35 hours per week excluding an unpaid break of 1 hour per day.
Hybrid working is offered 60% in office/40% home working, with designated in-office team days. This may be subject to change according to operational needs.

Weekly Work Pattern

	Mon	Tues	Weds	Thurs	Fri	Sat	Sun	Total
Start Time	09:00	09:00	09:00	09:00	09:00			
AM Break								
Lunch	1 hour							
PM Break								
Finish	17:00	17:00	17:00	17:00	17:00			
Total hrs	7	7	7	7	7			

FTE

1.00

Overtime

A certain degree of flexibility of hours is required for cover and to meet the operational requirements of the department.

Generally, no payments are made for additional hours worked over the FTE hours although time off in lieu may be provided in exceptional circumstances in accordance with the TOIL Policy.

Holiday Entitlement per Annum

The RNRMC holiday year runs from 1 January to 31 December. The annual holiday entitlement is 6 working weeks in every full holiday year (which equates to 30 days if you work a 5-day week). Holidays for part-time employees are calculated on a pro-rata basis.

In addition to the above, you are entitled to the recognised bank and public holidays in every full holiday year. Bank and public holidays for part-time employees are calculated on a pro-rata basis.

The RNRMC traditionally closes the offices between Christmas and New Year and up to 4 days of your annual entitlement will be reserved / automatically assigned by RNRMC each year to cover this period of closure.

Other**Driving Licence**

A driving licence is required of the role to support business activities. A pool car is available for employees aged 25 years and over.

Absence

If you are absent from work, in addition to Statutory Sick Pay (SSP), which is included in any sickness payments made to you by the Charity, the RNRMC operates a discretionary Charity Sick Pay Scheme, which differentiates between short and long-term absence.

Pension Scheme

In accordance with the Pensions Regulations 2013, eligible job holders will be automatically enrolled into the Occupational Pension Scheme with Standard Life.

Medical

The post holder will be required to complete a medical declaration at the start of employment and, should the RNRMC require it, undergo a medical examination during their probation period by an Occupational Health Practitioner at the RNRMC's expense.

Other Employment

The individual is not permitted to undertake any work outside of the RNRMC without prior consent from the RNRMC; all requests should be submitted to HR in the first instance who will seek the relevant approvals from the CEO.

Security Vetting

Due to the RNRMC being located on Ministry of Defence property you will be required to undertake Ministry of Defence Security Vetting. Your employment with the RNRMC, and continued employment, is strictly conditional upon the receipt of a satisfactory security clearance which is reviewed every 5 years.

Discretionary Non-contractual Benefits

Free on-site parking

30 days annual leave plus Bank Holidays

Hybrid working – 60% in office and 40% home working

Cycle to Work Scheme & BHN Extras Discount Scheme

Free Access to HMS Excellent Fitness Centre

Employee Assistance Programme through BUPA
Standard Life Non-contributory Pension Scheme (7% contribution after 3 months qualifying period)
Life Assurance (after one year's qualifying service)
Private Healthcare Scheme (after one year's qualifying period)
Enhanced Maternity Leave Package (after 2 year's qualifying period)
3 months Sabbatical Leave - unpaid (after 5 year's qualifying period)

Person Specification Evaluation Key: APP = Application AR = Application Review SA = Skills Assessment IV = Interview			
Education & Professional Qualifications	How Evaluated	Essential	Desirable
Educated to A Level Standard	APP	√	
Educated to Degree level or equivalent	APP		√
Experience			
Minimum of 2 years previous experience in a comparable marketing or communications role	APP	√	
Experience of writing and engaging with different audiences	App/AR	√	
Experience in liaising with external stakeholders including media	APP/AR	√	
Experience of delivering and planning campaigns across media and social media from concept through to delivery and evaluation	APP	√	
Knowledge			
Computer literate; proficient in using Microsoft Outlook 365 suite of tools: TEAMS, Word, PowerPoint, Excel	APP/SA	√	
Knowledge of the charity or military sector	APP		√
Good knowledge of the media environment, across broadcast and written outlets	AR/IV	√	
Good knowledge of social media and how to deliver comms across these channels	AR/IV	√	
Up to date with trends across media and social media and has the ability to plan communications to target audiences and to deliver specific, agreed aims.	AR/IV	√	
Skills and Aptitudes			
Understanding and empathy for the Royal Navy, Royal Marines and Charity Sector	APP/AR/IV	√	
Demonstrates good interpersonal skills and the ability to communicate in a professional manner both verbally and in writing	APP/AR/IV	√	
Ability to form, build and maintain effective relationships with both internal and external colleagues and organisations	IV	√	
Excellent organisational skills with the ability to prioritise, manage a busy workload and multitask whilst managing to meet tight deadlines	IV/SA	√	
Self-motivated with ability to use initiative and make decisions within own area of responsibility	AR/IV	√	
Ability to gather, assimilate and analyse information	IV/SA	√	
Effective team player who is able to work collaboratively with others, sharing information and knowledge and demonstrating a willingness to support others in their role	AR/IV	√	
Is resilient, demonstrates empathy, patience and possesses the ability to remain calm even in a challenging situation	IV	√	
Appreciates the sensitive nature of issues, demonstrating tact and discretion and the ability to work with high levels of confidentiality	IV	√	
Is flexible and adaptable to the demands of the role with the ability to respond effectively to the often-unpredictable nature and intensity of media and social media work	AR/IV	√	
Demonstrates high levels of accuracy and attention to detail	SA	√	
Ability to work with limited day to day supervision, utilising own judgement when it is appropriate to seek advice from line manager and/or discuss possible actions or solutions to problems	AR/IV	√	
Is required to work out with office hours as part of the on call media rota and to accommodate attendance at events and activities	AR/IV	√	
A full UK driving licence	APP	√	
Possess the right to work in the UK	APP	√	