



## Communications and Engagement Officer Job Description

**Job Title:** Communications and Engagement Officer, Northern Roots.

**Salary:** £23-25K per annum dependent on experience, 5 days a week.

**Contract:** 12-month fixed term with potential for extension, subject to funding. 36 hours/week, weekend and evening work may occasionally be required.

**Organisation:** The employing organisation is Northern Roots (Oldham) Ltd, company no 11258080

**Based at:** Northern Roots, Oldham.

### Summary:

Northern Roots is transforming 160 acres of urban greenspace in the heart of Oldham into a destination for learning, leisure, nature and growing. The project aims to benefit the environment, and to improve the health, wellbeing and livelihoods of diverse local communities.

Following four years of feasibility and development work the charity has now been established, and the first phase of capital development is about to begin, with key facilities including a Visitor Centre, Café, Shop, Learning Centre, Market Garden, and Mountain Bike Hub. In addition, a wide range of communications, engagement and habitat enhancement activities have begun to bear fruit.

The Communications and Engagement Officer will creatively support the development of Northern Roots communications, brand and engagement activity over the next twelve months, as the charity empowers diverse local communities to shape and co-design the direction of the project and moves into the first phase of construction.

Working to the Communications, Arts & Engagement Lead, the successful candidate will bring a proactive, strategic and creative approach to storytelling, a wide range of content-making skills, project-management skills, excellent copywriting skills, strong inter-personal skills, and the ability to work sensitively with people from a diverse range of backgrounds.

Based at Northern Roots in Oldham, the successful candidate will work as part of a small, but growing team, alongside partners, community members, volunteers and commissioned artists.

## **Job purpose**

1. Work with the Communications, Arts and Engagement Lead to identify communications priorities and opportunities, and help develop an updated communications strategy for Northern Roots.
2. Create a dynamic range of content that tells the story of the Northern Roots project and site, reflects and celebrates the individuals and communities involved in the project, and communicates the opportunities and benefits of the project to a wide-ranging audience; including content for social platforms, infographics, website, press and media, leaflets and signage.
3. Support community and partner engagement, and bespoke campaigns, through the creation of communications materials, gathering feedback from participants, and generating creative communications coverage.

## **Key Tasks**

1. Informed by the project's communications strategy, proactively develop a range of content for Northern Roots social platforms and website, including video, photographs, infographics, print materials etc.
2. Spend time out on the Northern Roots site every week, creating stories/content coverage of landscape, people, projects, transformation, events, and in local communities creating stories/content that reflects people, place, projects, opportunities and outcomes.
3. Work with the Communications, Arts & Engagement Lead to develop and deliver ongoing Northern Roots community and stakeholder engagement, creating resources and communications content, and providing project management support.
4. Support and feed into brand and website development, support on production of events at Northern Roots and in local communities.

## **Standard Duties:**

1. To be responsible for the health and safety of employees and others, ensuring that all statutory requirements are met and Charity policies adhered to.
2. To actively promote the equalities and diversity agenda in the workplace and in service delivery.
3. To undertake continuous professional development (CPD) and to be aware of new developments, legislation, initiatives, guidelines, policies and procedures, and to ensure the team are informed appropriately.

4. To be responsible for promoting and safeguarding the welfare of children, young persons and/or vulnerable adults you may come into contact with as part of your role.
5. Undertake any additional duties commensurate with the level of the post.

**Holiday entitlement:** 25 days' holiday a year (excluding public holidays).

**Employer Pension Contribution:** 3%

**Reporting to:** Communications, Arts & Engagement Lead, Northern Roots