



## Freelance Communications Officer

We are looking for someone who can offer at least 5 hours per week, with an initial commitment of 3 months to take a lead on;

- Maintaining our social media platforms (Facebook and Twitter), and use analytics to increase reach and impact
- Liaising with the other local Citizens Advice offices to coordinate messages across Oxfordshire.
- Developing and update marketing materials and the Citizens Advice Oxford website.
- Drafting publicity materials for fundraising and campaigns.
- Improving and updating content on our intranet site
- Compiling, editing and circulating weekly/bi-weekly internal email update
- Ensure brand is consistent through all channels and ensure compliance across the organisation

### Requirements

- A strong understanding and high competence of social media marketing and associated tools
- Experience of planning and implementing social media strategies
- An eye for design and aesthetic
- Understanding and executing Search Engine Optimisation concepts
- Excellent communication skills, both written and oral.
- Strong attention to detail and high standard of English.
- Ability to work on own initiative.

### Application

Please send your expressions of interest including summary CV, two referees and day rate to [recruitment@cab-oxford.org.uk](mailto:recruitment@cab-oxford.org.uk) by midday 5<sup>th</sup> January 2021.