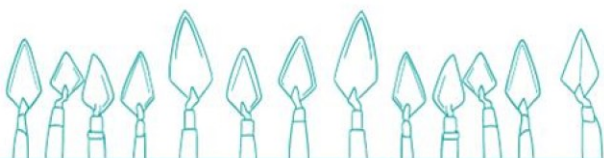


# 1. Job Description

<b>Job Title</b>	Communications Officer
<b>Responsible To</b>	Communications and Marketing Manager
<b>Responsible For</b>	N/A
<b>Supporting</b>	
<b>Contract Type</b>	Fixed term for six months, part time (0.6 FTE).
<b>Salary</b>	
<b>Holidays</b>	26 days paid holiday (pro-rata), 8 days public holidays per year (pro-rata), in addition, the CBA office is closed for two weeks over the Christmas period.
<b>Pension</b>	The CBA offers an additional 10% of gross salary as the employer's contribution to our pension scheme after a 3 month probationary period.
<b>Location</b>	Hybrid and home working will be considered for this post depending on proximity to our York office, and in line with CBA Policies. Occasional (reimbursed) national travel will also be required. Please note, attendance at quarterly all staff days is mandatory and at the employee's expense.
<b>Safeguarding</b>	The post will not have a direct safeguarding role and therefore is not subject to a Standard Disclosure and Barring Service (DBS) check.



# The Role

The Communications Officer will support the delivery of clear, engaging and accessible communications across the Council for British Archaeology's work.

Working closely with the Communications and Marketing Manager, this role will help the CBA share its work with members, supporters, volunteers, event organisers, young people, partners and the wider public. You will help create content that shows why archaeology matters, how people can get involved, and how the CBA is working to create more opportunities for people to explore, understand and care about the archaeology and heritage around them.

This is a hands-on role, suited to someone who enjoys creating content, writing for different audiences, working across digital channels, and helping campaigns run smoothly. The post will support communications across key areas of CBA work, including the Festival of Archaeology, Young Archaeologists' Club, membership, events, fundraising, Buildings Archaeology Casework, advocacy, British Archaeology magazine and wider organisational campaigns.

The role will involve writing and scheduling social media posts, creating email and website content, supporting digital campaigns, designing branded assets in Canva, helping gather and shape stories from across the CBA's work programmes, and monitoring the impact of communications activity. You will also help make sure our communications feel part of one complete brand, accurate, accessible and follow the CBA's values.

## Key Responsibilities and Accountabilities

### Comms and Design

Working with the Communications and Marketing manager, you will help to:



- Create clear, accurate and engaging content for the CBA's digital channels, including social media, email newsletters, websites and campaign pages for a range of audiences, such as members, volunteers, young people and the wider public. Support the Communications and Marketing Manager to deliver planned communications campaigns and help turn the new communications strategy into practical content, schedules and actions.
- Work with colleagues across the organisation to gather information on their work, understand key messages, and turn them into content that is accessible and useful.
- Maintain a consistent tone of voice across CBA communications, making sure content is warm, human, inclusive and easy to understand.
- Create simple, effective and on-brand visual assets using Canva, including social media graphics, event promotion assets, email images, videos, and basic reports or presentations.

### Social Media

- Draft, design, schedule and, once approved, publish social media content across CBA channels.
- Help monitor comments, messages and engagement across social media, escalating anything sensitive or requiring a response.
- Support the ongoing improvement of digital content, including website pages, event listings, resources and email journeys.
- Help make sure digital content follows accessibility best practice, including plain English, image descriptions, captions, subtitles and clear formatting.

### Events and Programmes

- Support communications for YAC on the main ArchaeologyUK platforms
- Help promote CBA events before, during and after they take place, including creating social media posts, email copy, website updates, Canva assets and follow-up content.
- Assist with communications around national Buildings Casework Archaeology campaigns, including public calls to action, partner promotion and supporter engagement.
- Help to support the promotion of CBA events with live comms.

### Admin



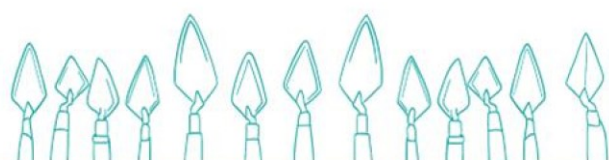
- Help to gather statistics, feedback and examples for impact communications
- Attend team meetings and contribute ideas for improving the reach, clarity and impact of CBA communications.

### General Responsibilities

- Ensure that all relevant CBA Policies and risk assessments are followed in the undertaking of your duties.
- Act as a positive and effective ambassador for the CBA.
- Provide support to other CBA team members, where reasonably required.

## 2. Person Specification

Experience	Essential	Desirable
Experience of writing clear and engaging content for different audiences.	X	
Experience of creating branded assets in Canva, including templates, social media graphics, reports, presentations or campaign materials.	X	
Experience of managing several tasks or deadlines at the same time.	X	
Experience of creating or scheduling content for social media channels.	X	
Experience of supporting the delivery of a communications or marketing strategy		X
Experience of working in a charity, heritage, archaeology, arts, culture, education or membership organisation.		X
<b>Knowledge</b>		



Awareness of accessibility in communications, including plain English, alt text, captions, subtitles, colour contrast and inclusive language.	X	
Understanding of the importance of brand, tone of voice and consistency in communications.	X	
Good understanding of social media and how people use different platforms.	X	
Interest in archaeology, heritage, place, history, public engagement or community participation.		X
<b>Skills</b>		
Strong writing, editing and proofreading skills.	X	
A commitment to the Council for British Archaeology's Purpose, Mission, and Values.	X	
Confident using Canva to create clear, accessible and on-brand content.	X	
Basic video editing skills.		X
Experience of using CMS, CRM, email marketing or scheduling platforms		X

