



**Job Title:**                   **Communication Officer**

**Reports to:**               **Communications Manager**

**Responsible for:**       *n/a*

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**Background and contextual information:**

The Equity Release Council (the Council), a not-for-profit organisation, is the representative body currently for the equity release sector with a view to expanding its remit into the wider later life mortgages market. It aims to represent and facilitate the safe growth of the market by helping to create the conditions which enable it to develop effectively and safely. Built on the legacy of a predecessor body called SHIP (Safe Home Income Plans), the Council was launched in 2012 and represents over 600 member firms and 1,400 individuals representing product providers, qualified financial advisers, lawyers, surveyors, and other industry professionals. The Council's membership has grown significantly to reflect the importance of property wealth utilisation to meet the needs of an ageing UK population.

As well as providing the representative functions of a trade body, the Council has a particularly distinct role in setting and driving standards and being 'the conscience' of the later life mortgages market which currently has particular focus on equity release. 2021 marks the 30<sup>th</sup> anniversary of the Council setting Standards which it has developed and maintained to underpin the required behaviour of its members. These comprise both Rules (compliance is mandatory) and underpinning Guidance. Consumers can take comfort that when dealing with a Council member they enjoy the highest level of protection available.

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**PURPOSE OF THE ROLE**

We are looking for a part-time communications officer on a freelance/contract basis for 16 to 24 hours a week.

Copywriting and editing will be a big part of the job, from tweets and blogs to brochures and speeches. You will also need to be up to speed with all the digital tools of the trade, that most firms now rely upon now. Financial services and in particular later life lending experience would be a bonus, but it is not essential.

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## REQUIRED EXPERIENCE, QUALIFICATIONS, SKILLS AND ATTRIBUTES

['E' = essential, 'D' = desirable]

### EXPERIENCE

- Three years' communications or marketing experience within a public or membership body (E) or three years' newsroom experience (E).
- Financial services experience (D).
- Awareness of the later life/retirement planning/equity release landscape (D).

### QUALIFICATIONS

- Degree level qualification (E) ideally in a communications, marketing or related subject (D).
- A marketing, communications or journalism qualification (eg CIPR, CIM, NCTJ or equivalent) (D).

### SKILLS (all E)

- Outstanding written skills with the ability to convey complex information to a range of stakeholders.
- Excellent technical skills and a familiarity with modern digital communication tools.
- Exemplary organisation and time-management skills.
- Effective stakeholder management skills.
- Excellent oral communication skills.
- Ability to self-manage and problem-solve without direct supervision.
- Ability to work to tight deadlines.

### ATTRIBUTES (all E)

- flexible
- self-starter
- resilient
- self-motivated
- strong work ethic
- organised
- logical and analytical
- creative thinker.

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## MAIN ACCOUNTABILITIES

### CORPORATE COMMUNICATIONS PLANNING

- Support the communications manager to produce a rolling communications programme in support the Council's business plan.
- Position the Council as the go-to provider of information and opinion for stakeholders.

### MEDIA RELATIONS

- Support the Council's external PR agency.

## **COPYWRITING**

- Produce and/or commission high quality written content including:
  - member communications
  - press releases
  - reactive statements
  - opinion pieces
  - speeches
  - blogs
  - op-eds
  - marketing collateral
  - training collateral.

## **SOCIAL & DIGITAL MEDIA OUTPUTS**

- Support the Council's social media strategy, producing effective and engaging content.
- Support the Council colleagues in the use of social media channels to ensure a consistent and cohesive approach.
- Manage Council's website and support its webinar and events programme.

## **OTHER DUTIES**

To assist with other duties and projects as may reasonably be required.

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## **OTHER INFORMATION**

The Council currently has a small office base near Liverpool Street Station, although due to the Covid-19 pandemic the office since the end of 2020. In due course alternative office premises in central London are likely to be sourced. This role will have the potential in time and where appropriate to attend some catch-up meetings in central London.

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*This Job description provides a broad outline of the role.  
Job Descriptions may be revised and updated to ensure the role continues to meet the changing needs of the business. As a new role it is expected that the exact remit and responsibilities will evolve over time.*