



Job title **COMMUNICATIONS OFFICER**

Salary band £20,000 - £24,000 p/a

Hours 37 per week

Location Perry Common, Birmingham

Accountable to Chief Officer **Post term** Permanent

Working relationships

<p>Internal Board members Senior managers Co-workers, staff, volunteers</p>	<p>External Local residents/member of the public Press and media Service providers Strategic Partners Local government and third sector contacts Professional advisers / Suppliers</p>
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1. JOB DESCRIPTION

Job Purpose

To lead WLCA communications – delivering a holistic communications plan to raise awareness of the organisation’s work and engaging the local community and other stakeholders

You will have responsibility for managing the WLCA website, social media accounts, community newsletter and public relations. You will also play an important role in supporting the wider team to market and promote projects and hold events to engage the local community.

Key tasks and responsibilities

- To develop, update and implement a communications plan for WLCA targeting the Association’s external stakeholders using a mix of promotional activities, PR, social media, events and other digital channels.
- To support WLCA staff to design and plan effective communication and consultation around their work themes and projects, based on good practice and current developments.
- To produce and issue press invitations, news releases, articles and awards entries.
- To design and produce community newsletters and other promotional material requested by Association staff.
- To develop, manage and maintain the WLCA web site and social media platforms.
- To establish and support a communications group comprising of residents and stakeholders to feed into and influence the communications work of WLCA.

- To implement internal communications activities as directed by the Chief Officer and support in communications to the Board and other stakeholder groups
- To participate in a range of community activities, meetings and events which support the wider work of WLCA
- To keep abreast of new communication methods and innovations to continually improve and develop the Communications Plan to be dynamic and responsive to audience groups
- To market WLCA's assets, such as Perry Common Community Hall, and manage information resources e.g. community noticeboards
- To work within relevant legislation and Association policies and procedures
- To support wider Association work and development in Perry Common and other priority neighbourhoods.
- To carry out any other tasks which may be reasonably regarded as falling within the work requirements of the role.

2. PERSON SPECIFICATION

SKILLS AND QUALIFICATIONS

Essential	Desirable
<p>Excellent interpersonal and communication skills (written and verbal)</p> <p>Excellent relationship management and negotiation skills</p> <p>Excellent writing/English language skills and flexibility to apply them to produce a range of communications materials</p> <p>Creative thinking skills</p> <p>Visual design and presentation skills</p> <p>Ability to present complex information in a simple way to a wide range of audiences</p> <p>Excellent organisation and planning skills</p> <p>Team-working skills, able to work in a flexible and adaptable way</p> <p>Excellent IT skills, including word processing, spreadsheets, email, web research, presentations, social media, web content</p>	<p>Member of an appropriate professional body e.g. Chartered Institute of Marketing, Chartered Institute of Public Relations</p> <p>Project management skills</p>

EXPERIENCE

Essential	Desirable
<p>Planning and preparing external communications for a range of stakeholders across different communication platforms (e.g. newsletters, reports, promotional literature, websites, social media)</p> <p>Working with the media to generate news stories</p> <p>Working with social media accounts and websites for a business or organisation</p> <p>Writing content appropriate for a range of purposes, channels and stakeholder audiences (e.g. local people, strategic stakeholders, funders)</p>	<p>Marketing and promoting activities and services in a community setting</p> <p>Managing information resources including promotional material in a community setting</p> <p>Planning and promoting events</p> <p>Delivering communications projects for a range of internal customers/staff</p>

<p>Producing promotional materials</p> <p>Designing and planning community consultation activities and communication</p> <p>Working with suppliers to produce promotional materials such as designers or printers</p>	
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KNOWLEDGE

Essential	Desirable
<p>Understanding of the importance of communications within an organisation and its role in meeting business objectives</p> <p>Communications theory and the role of audiences, messages and channels to achieve effective communications</p> <p>The changing role of content and content creation to best engage and involve audiences</p>	<p>Knowledge of a range of stakeholder engagement, consultation and participation techniques</p>

3. STATEMENT

As a Community Association, WLCA exists to work with and for its communities. Community and accountability are important to us and our work reflects these values. We believe that through our professionalism, dealing with people transparently, honestly, fairly, respectfully and with good humour, we will demonstrate an inclusive approach and excellent service to everyone we work with.

The job description will be agreed between the jobholder and the manager to whom he/she is accountable. It may be reviewed in light of experience, changes to and developments in business requirements.

The information being handled by employees of WLCA is considered confidential to the Association. Failure to respect the confidential nature of this information will be regarded as a serious misconduct and will result in action under the Disciplinary Policy including possible dismissal. In the case of computerised information, this could result in prosecution for an offence or action for civil damages under the Data Protection Act 1998.

Employees must take reasonable care, and be aware of the responsibilities placed on them under the Health & Safety at Work Act (1974) and to ensure that agreed safety procedures are carried out to maintain a safe environment for employees, clients and visitors.

The Association is committed to Equal Opportunities in employment and access to services. It is our aim to ensure that no applicant or employee receives less favourable treatment on grounds of gender, disability, religion, race, colour, sexual orientation, nationality or ethnicity. WLCA is responsible under equality and diversity legislation to ensure equality issues are promoted and you are expected to work with WLCA to fulfil these obligations and policies.

Employee Signature:	Date:
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Line Manager Signature:	Date:
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