



## **Communications Officer Job Description**

<b>Location:</b>	Include Youth Offices, Belfast (as a base)
<b>Responsible to:</b>	Practice Manager
<b>Salary:</b>	£25,440 – 29,558 (pro rata)
<b>Hours:</b>	28 hours per week (4 days per week)
<b>Holidays:</b>	25 days per annum (pro rata)
<b>Probationary Period:</b>	6 months
<b>Fixed term:</b>	31 <sup>st</sup> March 2018

### **MAIN PURPOSE:**

The communications officer has a key role to play in planning and delivering communications to key groups including, media, stakeholders, volunteers and staff. The post holder will write and publish content across various channels, including digital media, print media and marketing materials. They will also plan and deliver a communications strategy for the organisation, aimed at raising awareness or funds.

### **KEY RESPONSIBILITIES:**

#### **Communications**

- Promote Include Youth and its activities
- Draft and implement a communications strategy for the organisation
- Train and support young people and those that work with them to engage positively in media
- Provide creative, editorial and operational support for communications and report on progress
- Ensure effective internal communication
- To provide communications support for campaigns launches, staff and stakeholder events
- Monitor media and political issues relating to Youth justice and Youth employability and circulate to staff on an on-going basis

## **Media**

- Manage media monitoring
- Maintain a database of media contacts
- Develop a crisis management protocol
- Field media enquiries from print, broadcast and online
- Draft and issue press releases and statements as needed

## **Digital**

- Develop, manage and update content for website
- Maintain social media accounts and generate content for digital platforms, including an e-zine
- Support staff and young people engaging online

## **Fundraising**

- Manage social fundraising accounts
- Promote fundraising activities & operate as part of fundraising team

## **Marketing and Branding**

- Ensure consistent branding across the organisation
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials
- Oversee the design and delivery of all marketing publications and materials, including annual report, pop-up stands and digital branding.

## **General**

- The key responsibilities above give a broad outline of the functions of the post. However, these duties must be approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the grade of the post as allocated by your line manager as part of working in a small team to deliver the Include Youth mission, vision and goals. The outline of responsibilities may change from time to time.
- To adhere to existing work practices, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems
- To demonstrate their commitment to Include Youth by their regular attendance and the efficient completion of all tasks allocated to them

- It will be necessary to work with information technology and associated systems in accordance with Include Youth Policies and Procedures
- To co-operate with Include Youth in complying with relevant health and safety legislation, policies and procedures, in the performance of the duties of the post
- To carry out duties and responsibilities of the post in compliance with Include Youth's equal opportunities policies
- To maintain confidentiality and observe data protection and associated guidelines where appropriate



## **Communications Officer Person Specification**

### **ESSENTIAL**

#### **Experience**

- A minimum of 2 years full-time experience of working in a communications or public relations capacity
- A qualification in a communications, public relations, marketing, journalism or social science at degree level or above
- Experience of developing, maintaining and updating websites
- Proven experience in working with a wide range of press and media

#### **Knowledge and Values**

- An understanding of the media and how it works
- An understanding of the voluntary and community sector in Northern Ireland

#### **Skills**

- Proven written and oral communication skills
- Knowledge and application of MS Word, Excel, PowerPoint and Outlook; Photoshop, InDesign for the creation of in-house graphics; and video editing software within a working environment.

### **DESIRABLE**

#### **Experience**

- Member of Chartered Institute of Public Relations

#### **Knowledge and Values**

- An understanding and commitment to children's rights and the values of Include Youth.



## **Communications Officer Conditions of Service**

### **Travel Expenses**

Responsibility is on the employee to ensure that when using the car in the course of business, that proper insurance cover is acquired, and that the car is maintained in a roadworthy condition. A mileage allowance will be payable by Include Youth towards expenses.

### **Vetting**

The successful applicant will be asked to declare all pending prosecutions, convictions, cautions and bind-over orders and their name will be submitted to Access NI for a check to be carried out

### **Pension**

Include Youth operates a group personal pension scheme.

### **TOIL:**

There is no entitlement to overtime payment to reflect the requirements of the post. However you are entitled to receive time off in lieu for hours worked in excess of your normal working week.

### **Equal Opportunities Policy**

Include Youth is an equal opportunity employer. The aim of its policy is to ensure that no job applicant or employee receives less favourable treatment on the grounds of nationality, race, ethnic origin, gender, marital status, sexual orientation, disability, religious belief or political opinion, nor should they be disadvantaged by conditions or requirements which are neither justified nor relevant to the job.

It is the responsibility of all staff to ensure a harmonious working environment in which the dignity of all employees and services users is respected.