**PEACE BYTES PROJECT**

**JOB DESCRIPTION**

**JOB TITLE: Communications Officer (16 hours per week)**

**RESPONSIBLE TO: Youth Work Co-ordinator**

**LOCATION: Bytes Head Office, Belfast**

**DURATION: October 2017 – Dec 2021**

**GRADE: NJC Scale 3**

**SALARY SCALE**: **Scale 3 Spinal Point 16-17**

**BASIC STARTING SALARY: £16,781 Pro Rata (£7,159.88)**

**PURPOSE OF JOB**

To be responsible for developing and implementing communications strategies and plans that will ensure that the project communicates effectively internally and externally, enabling it to achieve its results and outputs.

**KEY TASKS**

1. To develop an annual PR strategy for the project including key messages, priorities, activity by agreed target audiences and evaluation processes in agreement with the Project Steering Group.
2. To work on a variety of project publicity and recruitment campaigns throughout the year, developing and implementing the strategy and liaising with partners where necessary to ensure coverage and campaign success.
3. To prepare press releases and briefing documents for media and for project representatives participating in media activity.
4. To proactively develop good relationships with key media and develop an awareness of individual media outlet’s audiences/listenerships.
5. To be ‘media aware’, responding to breaking news when and where appropriate and briefing key project personnel on the issues.
6. To monitor and evaluate project media coverage against agreed performance indicators, both quantitative and qualitative.
7. To proactively seek opportunities to disseminate project service information to as wide an audience as possible.
8. To edit copy for project literature including service leaflets and take full responsibility for the print management process including seeking quotes and proofing.
9. To develop an internal communications strategy and plan with agreed key messages, priorities and evaluation processes.
10. To oversee the development of the project’s social media strategy.
11. Directing and managing the use of social media and developing and maintaining best practice guidelines and policies.
12. Co-ordinating and overseeing the use of the project social media accounts.
13. To manage and develop the project’s website pages and App.
14. Approving all changes made to the project website pages
15. Keeping content up to date, sourcing images and ensuring compliance with funder logo requirements.
16. Any other duties as assigned by the Youth Work Co-Ordinator.

The duties of the post may vary from time to time without changing the general character of the duties or the level of responsibilities entailed.

**HOURS OF WORK**

The applicant will be flexible in their working hours and may occasionally be required to work evenings and weekends.

**EMPLOYMENT TERMS/CONDITIONS**

The employee will undergo a six-month probationary period appraisal carried out by the Director.

# HOLIDAYS

25 days annual holidays and 12 statutory days, to apply during any 52-week period of employment (pro rata). Fixed term periods apply. Holidays will be taken by arrangement with the Director.

**ESSENTIAL CRITERIA**

* Experience of internal and external communications in a community, project or organisation.
* Experience of website and social media administration.
* Experience of writing press releases.
* The post holder must be computer literate and in particular have experience of MS Office including, Outlook, Word and Excel.
* The post holder should have excellent communication skills and be able to produce reports.
* Flexibility and an ability to multi-task.

**DESIRABLE CRITERIA**

* Experience of communications on an EU/PEACE funded project.
* Experience of youth work.
* Experience of communications in the charity sector.