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| Public Relations Officer |
| Job Description |
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# Introduction

Welcome and thank-you for your interest in this role. This pack includes further information about this position and context, to help you decide if this is the role for you.

# About Action on Hearing Loss

Communication is a basic human need. Yet most of us know someone who struggles to communicate through hearing loss. It can cause substantial harm to friendships, family relationships, confidence, employability, mental health and life chances.

Action on Hearing Loss (formerly the RNID) is the UK’s largest charity for the 11 million people in the UK who confront deafness, tinnitus and hearing loss every day. Established in 1911, we help people to take control of their lives and live the life they choose, removing the barriers standing in their way. We give people support and care, develop technology and treatments, and campaign for equality.

Action on Hearing Loss is growing rapidly on the back of a new brand, a new and highly ambitious long-term strategy, *Taking Action,* and a long term investment plan in fundraising. Last year we helped more people with hearing loss than ever before. Our annual report and website show how we’ve changed the world for the people we help – see our website for more information.

# About the role

We provide a huge range of support services across Northern Ireland including: hearing aid user support; befriending; communication support, such as interpreters; information; equipment; support to find employment for deaf people; and specialist support for people with tinnitus.

We also run Ireland’s only specialist care home for deaf people with additional needs, which has a community outreach service to enable people to live independently.

We work with organisations to help them become accessible to deaf customers, staff and service users. We raise funds through a range of community events and by working in partnership.

As well as all of this, we are a tireless advocate for change, working to raise awareness of hearing loss and its impacts, and campaigning for an inclusive and equal society.

The role of Public Relations Officer will be a key component in our work to raise awareness of our organisation, to ensure that anyone who needs us knows who we are and how to contact us. We are striving to place hearing loss, deafness and tinnitus as one of the most important issues the public care deeply about. We also want to reach out to new audiences using the latest communications techniques and technologies.

We have a huge market of people with hearing loss in Northern Ireland, many of whom have yet to take action to address it. People with hearing loss still face barriers in accessing services on an equal basis to everyone else.

We have much work to do to raise the profile of hearing loss and how we can help.

# How to apply

If you think you have the skills and experience and would love the challenge of this job I’d like to hear from you. To apply for the role please submit an application form to [jobs@hearingloss.org.uk](mailto:jobs@hearingloss.org.uk) by the closing date of **12.00 midnight, Sunday 3rd September 2017**

I look forward to receiving your application.

Yours sincerely



Claire Lavery

COMMUNICATIONS AND CAMPAIGNS MANAGER

# Job description:

Job title: Public Relations Officer

Responsible to: Communications and Campaigns Manager

Direct Reports: None

Directorate: Services

Department Local Engagement

Location:Belfast, Northern IrelandDate:August 2017

**Overall Purpose of the Role:**

This role will provide practical public relations and communications expertise and support to the Northern Ireland team, to promote the work of the organisation to people who are deaf, have hearing loss or tinnitus, the media and all external stakeholders.

The role will also provide support to the Communications and Campaigns Manager in influencing key decision-makers, in the delivery of strategic campaigning and communications objectives.

The post holder will deliver activities as outlined in the Action on Hearing Loss NI Communications Plan.

**Key Accountabilities and Responsibilities:**

* To raise public awareness of Action on Hearing Loss services and fundraising activities in Northern Ireland;
* To raise the profile of the Action on Hearing Loss brand in Northern Ireland;
* To raise public awareness and understanding of deafness, hearing loss and tinnitus in order to change attitudes;
* To deliver, monitor and evaluate an annual communications plan;
* To develop Action on Hearing Loss Northern Ireland’s broadcast and print media profile, including building relationships with key journalists writing and selling in news releases and other copy to traditional media and online outlets and monitoring and reporting on media performance;
* To manage and develop Action on Hearing Loss NI digital communications, to include Facebook, Twitter, the website, e-newsletter and other opportunities to be identified;
* To build a portfolio of promotional tools, including engaging and accessible video content, e-communications, leaflets, advertising and marketing materials, and a bank of studies;
* To liaise with service users, staff and volunteers to grow their capacity to take part in in PR activities;
* To organise and manage large regional events, including conferences, launches, workshops, campaign events etc;
* To provide assistance to the Communications and Campaigns Manager in delivering public affairs activity, for example, attending party political conferences, Assembly committees and working groups, organising and promoting Ministerial visits;
* To advise the Northern Ireland SMT on PR developments, opportunities and best practice;
* To manage and develop internal communications;
* To work collaboratively with internal and external stakeholders.

**Other Requirements:**

* To complete any other duties when requested, which are commensurate with this role;
* The role will involve occasional travel to other Action on Hearing Loss locations in GB, and regular travel across Northern Ireland;
* The role may involve occasional weekend or evening work.

##### Person specification

**PERSON PROFILE**

**Job Title: Public Relations Officer Date: August 2017**

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|  | **Essential** | **Desirable** |
| **Experience** | * Professional or volunteer experience of working in a communications role with a high degree of responsibility * Experience of proactive and reactive media relations to generate positive perceptions of an organisation’s brand and services * Experience of delivering against set targets, objectives and strategic plans * Experience of successfully using social media platforms, blogs and online content management systems * Experience of working collaboratively and building positive working relationships with internal teams and external partners or stakeholders | * Experience of working in the Third Sector * Experience of using digital design tools such as Photoshop, PDF and In Design * Experience of developing digital communication strategies |
| **Qualifications / Professional Training** | * Educated to degree level, or equivalent professional experience in journalism, media relations or public relations. |  |
| **Skills / Knowledge** | * Excellent communication skills, both verbal and written * Social media skills, with the ability to use Facebook, Twitter, Instagram and other platforms * In-depth knowledge and understanding of current and emerging communications techniques and technologies, including digital * Up-to-date knowledge of broadcast, press and digital media and a clear understanding of what make a strong media story * Ability to plan and prioritise workload, meet deadlines, and manage own time effectively * IT skills with the ability to use Microsoft Office including Word, Outlook and Powerpoint | * Good understanding of issues affecting people who are Deaf or have hearing loss or tinnitus, or people who have other a long-term conditions / a disability. * Good understanding of current affairs, health and social policies in Northern Ireland and some knowledge of NI Assembly procedures. |
| **Personal Qualities** | * Ability to work with minimal supervision and with attention to detail * Ability to work with volunteers * Ability to build and maintain good relationships with stakeholders, both internal and external * Ability to work as part of a team * Willingness to learn sign language |  |
| **Thinking Style** | * Ability to innovate and be a self-starter * Ability to think creatively |  |
| **Circumstances** | * Applicants must be able to travel as required by the role. |  |

# V**a**lues and behaviours

We have 3 core values at Action on Hearing Loss, which reflect what we are like at our best and what we aim to be more like, more of the time. They guide how we act, behave towards others and go about our day to day work. Team members should be able to demonstrate these values:

**People**

* We treat people with warmth, dignity and respect.
* We show kindness, care and understanding.
* We treat people how we would like to be treated.

**Passion**

* We work with enthusiasm and energy.
* We strive for high standards and always try to do our best.
* We innovate, take risks and try new things.

**Partnership**

* We listen carefully to others and try hard to understand.
* We share insights, ideas and resources.

* We act with integrity, building trust.

**KEY TERMS AND BENEFITS**

POST:**Public Relations Officer**

CONTRACT TYPE:Fixed Term until March 2018, with possibility of permanency

SALARY: £23,660 pro rata per annum (£18,928 – 28 hours)

PROBATIONARY

PERIOD: Confirmation of appointment is subject to the successful completion of a 6-month probationary period.

HOURS:                  28 hours per week but from time to time it may be necessary to work additional hours to complete your duties.

HOLIDAYS:             The entitlement for a full time post is 25 days plus statutory/bank holidays per year. Annual leave can also be bought and sold.

SICKNESS:A comprehensive sick pay scheme.

PENSION:Group Personal Pension Plan (GPP).

ADDITIONAL BENEFITS:

* Life assurance cover
* Employee assistance programme providing free confidential advice & counselling
* Interest free season ticket loan or Cycle to Work Scheme
* Child Care Vouchers
* Flexible working and time off in lieu (where work patterns permit)
* Medical expenses saving scheme
* Long Service Awards
* Enhanced family-friendly benefits

EQUAL

OPPORTUNITIES: We have an Equal Opportunities and Diversity Policy and all employees are expected to develop an understanding of and commitment to equal opportunities.

Some of our benefits are not contractual and may change from time to time, especially if

they become too expensive, but we will always try to provide a suitable alternative.