

# Job Profile for Communications Officer

**Job title:** Communications Officer

**Reports to:** Chief Executive Officer

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## Job purpose

To develop and implement communications for internal and external audiences including staff, residents, businesses, partners, stakeholders, and media.

## Principal Accountabilities

Develop and implement effective communications activities for external customers and stakeholders. Write and optimise content for the website, digital newsletters, print publications and social networking sites.

Ensure consistency in terms of voice, branding, messaging and frequency of posting via digital channels.

Handle media enquiries and create effective news releases to gain positive press coverage.

Develop and deliver well-executed and effective campaigns.

To develop working relationships with key internal and external stakeholders and partners.

Use project planning techniques to deliver projects and actively manage project budgets.

## Skills, Knowledge and Experience

### Experience and Qualifications

#### Essential

- Experience of handling internal and external communications campaigns
- Experience of managing a breadth of multi-channel communications
- Experience of producing a range of marketing materials

#### Desirable:

- Public Relations qualification e.g. CIPR.
- Some knowledge of press photography, video and design packages e.g. Canva
- Experience of previous employment at a not-for-profit organisation.

### Skills and Knowledge

A capable organiser, used to meeting deadlines.

Excellent communications skills, both written and verbal.

Ability to work as part of a team.

Knowledge and a good understanding of Microsoft Office.

March 2023