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JOB DESCRIPTION

**Job Title:** Communication and Social Media Officer

**Responsible to:** Chief Executive

**Department:** Policy & Programmes

**Location:** Community Foundation 2nd floor, The Union Building, 148 Berners Street, Lozells B192DR

**Salary:** £16,000 pa pro rata

**Post duration:** Temporary contract ends 31 March 2012

**Holiday entitlement:**  25 days per annum pro rata + public holidays

**Hours of Work:** 37.5 hours per week between 9.00am-6.00pm Monday-Friday. Occasional evening and weekend work may be required. Flexi time work in operation.

**Role:**

We are looking for a creative and talented individual with graphic, audio/visual and web design skills and experience. Your job is raise the profile of the organisation, namely via setting up a new website, creating electronic email, brochures and publications. The job will also require liaising with the media and doing press releases. You will be responsible for the ongoing development and management of our website, ensuring it effectively communicates the organisation's aims, objectives and services to all stakeholders.

**Key Duties:**

1. Develop and implement a range of communications tools, medium and publication, including building and designing a new website, social media channels and electronic newsletter.
2. Lead the design, editing and production of publications including newsletters, handbooks, leaflets and video productions.
3. Develop a communications strategy for the organisation
4. Be responsible for raising the profile of the organisation’s reputation in the press through regular press release, writing articles for newsletters, producing materials for website and other publications and liaising with relevant media outlets.
5. Regularly upload content to the website and social media platforms ensuring that information is fully accessible and up to date.

**Other Duties**

1. Ensure all electronic and hard copy publications is compelling, engaging and relevant as well as ensuring content is produced to a high standard.
2. Handle all media enquiries, proactive and reactive activities, etc across all media channels.
3. Maximise exposure and be responsible for press collateral including FAQ's, case studies, sourcing artwork, photography, video / multimedia, etc as well as other communications and marketing resources.
4. Provide guidance and training to relevant staff as required
5. Producing relevant, interesting, clear and precise copies for all communication activities.
6. To liaise closely with all staff and volunteers to ensure an integrated approach to communication and news
7. To monitor and measure the effectiveness of the organisation's communication via the websites and publications, and provide report with recommendations for further improvements
8. To ensure administrative systems, both manual and computerised, are maintained and developed.
9. Ensure confidentiality of information in accordance with agreed procedures and legislation including the Data Protection Act and the Freedom of Information Act.
10. Ensure copyright and relevant legislation is adhered when sourcing or reproducing material for the organisation’s electronic and hard copy publications.
11. Attending relevant events and supporting participants on the day as required.
12. Consistently upholding the standards of the organisation by both word and example.
13. Ensure all work meets the association’s quality standards.
14. Ensure all aspects of work comply with relevant legislation and Community Foundation policy and procedures.
15. Ensure all work is accessible and that the charity’s commitment to diversity and equal opportunities is planned into all work in a relevant and effective manner.
16. Any other duties reasonably required which may from time to time fall within the scope and responsibility of the post.

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These are key duties and responsibilities for the post and they are subject to regular review addition and change by the Chief Executive. Any significant changes to the role will be subject to consultation.

**JOB SPECIFICATION**

**Experience:**

* Experience of graphic design, setting up and designing flash content based website, designing flyers, brochures, publications and video production.
* Understanding of electronic media and be able to use a wide range of new technology.
* Fully PC literate and must have experience of writing communications for a range of audience and experience of social media.
* Experience of producing or sourcing images and photography for web use and publications
* Experience of successfully implementing and managing a web content management system.

**Knowledge and understanding**

* Graduate in IT/graphic design field or equivalent practical experience,

### Knowledge of HTML and other web based authoring software and the technology underpinning websites.

### An awareness of relevant legislation relating to the role together with an understanding of the importance of confidentiality including an understanding of the Principles of the Data Protection Act.

### Skills and Abilities

* Excellent interpersonal and communications skills
* Copy writing and proof reading with good analytical skills and IT knowledge.

### Additional Criteria

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| * You must be good at working under pressure and have excellent time-management skills. * Good organisational and project management skills in order to work with minimal supervision and often to tight deadlines and to respond to changing priorities particularly when dealing with a number of projects at the same time |
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