

Communications Officer

**Job Description**

Salary: Scale 26 to 29

Hours: 30 hours per week

Term: Permanent

Responsible to: Director

Up Our Street is a trusted brand with a large network and longstanding relationships in the community. We are looking for a dynamic communicator capable of engaging audiences over a range of media. You will be able to tell stories of community issues and local action and provide a platform for less heard voices. You will act as a mouthpiece for the organisation, weaving a narrative around the broad range of activities that Up Our Street involves itself in. This is a creative role requiring a good level of technical skill, though there will be lots of opportunities to practice and learn new skills.

**Purpose of the job**

Responsible for external communications, enabling Easton and Lawrence Hill Neighbourhood Management (Up Our Street) to achieve its aim of inspiring, informing and motivating people to create change where they live.

**Objectives**

* Share stories, relevant news and information connecting the diverse residents of Easton and Lawrence Hill.
* Develop Up Our Street’s reputation and brand as a trusted source of local news, information and champion of community action.
* Through providing quality and engaging communications, increase people’s opportunities to participate locally.
* Increase the reach of our communication activities, in terms of diversity and the number of people subscribing to our services and communication channels.
* Connect the organisation to new partners and contacts through positive PR.

## Main duties and responsibilities:

* Research, write and edit the organisation’s quarterly magazine gathering diverse stories from across the Easton and Lawrence Hill wards.
* Design and lay out the magazine, including collating and editing photos. Liaise with the printers and work to a schedule of deadlines.
* Produce and issue production schedules for regular publications for staff, subscribers and members of the public.
* Write and edit the organisation’s fortnightly email newsletter.
* Assist in the design of publicity materials for events and promotions as required.
* Create and schedule dynamic social media content, using analytics to monitor outcomes.
* Attend events and post online content, creating an online buzz in response to our varied programme of activity.
* Write a regular blog covering activity delivered by the Up Our Street engagement team and ensure website content is kept up to date.
* Prepare and host the Up Our Street monthly Active Citizens radio show and podcast with the Up Our Street Place Makers.
* Write and oversee the design of the organisation’s annual impact report and other publications as necessary.
* Oversee our service agreement with BCfm making use of radio advertising and coordinating outside broadcasting.
* Oversee the coordination of content for the 34 noticeboards in Easton and Lawrence Hill.
* Assist in the development and delivery of a marketing and communications strategy across a range of media.
* Contribute to the organisation’s evaluation and performance management systems.
* Work with the Business Development Officer to meet annual targets for new subscriptions, advertising sales, and number of people accessing Up Our Street communication channels.

**General duties**

* Observe organisational practices and policies regarding equal opportunities, health and safety, codes of conduct, quality procedures and staff development.
* Maintain a flexible approach to work and carry out other tasks as may be required and in keeping with the level of the post.
* Participate in personal training and development and be proactive in identifying needs.
* Support the team with the delivery of Up Our Street projects as required.

**Person specification**

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|  | **Essential** | **Desirable** |
| Experience | * At least 12 months’ experience in managing a communications and marketing plan within a small company, charity or equivalent organisation.
* Proven experience of presenting information in a clear and concise manner using a variety of media.
* Experience using a wide variety of communication tools.
* Production of newsletters for a wide range of audiences.
* Experience of generating income through communications and marketing.
 | * Media trained.
* Experience of radio broadcasting.
* Experience of working in a diverse community.
* Experience of preparing press releases.
* Experience of commissioning (videographers, photographers, graphic designers, web developers/hosts)
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| Skills and knowledge | * Experience using InDesign and Photoshop.
* Good understanding of the English language.
* Excellent communication skills, both written and verbal.
* High level of IT literacy and creative user of technology.
* Excellent knowledge of social media platforms and campaign strategies.
* Good knowledge of how the media works.
 | * Knowledge of Easton and Lawrence Hill.
* A degree or equivalent qualification in media or marketing.
* Broadcast interview skills.
* Photography experience.
* Video production and editing experience.
* Good knowledge of local media.
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| Attitudes and personal characteristics | * Able to work under pressure and to deadlines.
* Able to work on own initiative.
* A creative and innovative approach.
* Commitment to equal opportunities.
* Understanding of issues of diversity and diverse communities.
* Team worker.
* Strong people skills and ability to work with people at all levels.
* Work flexibility, including occasional evening or weekend meetings.
* Commitment to the idea that individuals coming together for collective action can make a positive difference.
 | * Understanding of civic participation and social capital.
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