



Role Description

Job Title	Communications Officer (CO-05-21)
Location	Belfast (staff are currently working remotely in accordance with public health guidance)
Salary	NJC SPC points 29 - 31, £26,470 - £28,221, commencing at £26,470 + 3% employer pension contribution
Post	Full-time (35 hours per week)
Reports to	Organisational Development Manager
Job Purpose	To further the Law Centre's (LCNI) mission of using law to change lives by developing and implementing LCNI's communications, marketing and external engagement strategy.
Contact with	LCNI staff; Advice network and other organisations; Media; Public and clients; LCNI members; Relevant organisational sub-committees; Elected representatives; Policy makers and other external stakeholders; Public.

MAIN DUTIES

- Proactively develop and implement LCNI's communications and marketing strategy and plan and monitor, evaluate and report on all aspects of this activity;
- Proactively plan, produce and disseminate LCNI communications that builds awareness of and support for LCNI's strategic priorities, including through high quality communications, information, external affairs and marketing activities that supports generalist advisers, informs policy and public debate and enables the general public to understand their rights and entitlements;
- Proactively support and advise the senior team, Board and wider staff team in the area of communications, marketing and engagement activities;

- Maintain good awareness of developments relating to the LCNI's areas of work and objectives and provide advice to the senior team and colleagues on all aspects of communications and marketing;
- Develop and manage media relations and act as contact point for media queries; provide effective and timely media and public relations advice and support to the organisation as required and author high quality and timely copy for media and undertake such media work as required to support the Law Centre NI's objectives;
- Complete periodic stakeholder mapping to ensure that information, communications and marketing activities are appropriately targeted;
- Develop, maintain and update LCNI's website, with responsibility for content;
- Lead responsible owner of LCNI's social media profile;
- Produce the LCNI's annual impact report and other documents, as required;
- Work with colleagues and other stakeholders to effectively organise, co-ordinate, communicate and market LCNI events;
- Identify opportunities for income generation, agree targets and implement, as appropriate and identify and maximise organisational development opportunities;
- Monitor and undertake statistical analysis of information, communications and marketing activity and report on communications and marketing activity, including to LCNI management team.

OTHER DUTIES

- Represent the LCNI to external stakeholders and organisations as required;
- Act as an ambassador for LCNI, upholding its public image in all its information and communications activity;
- Be available to work outside standard business hours on occasion in order to meet the demands of the role;
- Undertake such other duties as may be required from time to time.

PROFESSIONAL DEVELOPMENT

- Agree individual objectives and set priorities in accordance with those objectives;
- Identify own training and professional development needs in consultation with the Line Manager and source appropriate support;

- Build stakeholder confidence in LCNI information and communications activities through high standards of personal and professional accountability.

*Note: this Role Description will be subject to review from time to time in line with the changing needs of the organisation.

March 2021

Person Specification

Communications Officer (CO-05-21)

Essential

Desirable

<p>Qualifications, Knowledge and experience</p>	<p>*E1 Appropriate qualification related to communications and media</p> <p>AND</p> <p>At least 2 year's full-time (or equivalent part-time) experience of delivering an organisation's communications, marketing and engagement activities and advising on same</p> <p>*E2 At least 2 years full-time (or equivalent part-time) experience of writing high quality and timely copy and other materials for media professionals and other audiences including the general public</p> <p>*E3 At least 2 years full-time (or equivalent part-time) experience of effectively managing and developing an organisation's website and social media profile</p>	<p>*D1 Demonstrated experience of developing, monitoring and evaluating an organisation's communications, marketing and engagement strategy</p> <p>*D2 Demonstrated experience of using and maintaining a CRM system</p> <p>*D3 Demonstrated experience of producing timely management information on an organisation's information and communications activity</p> <p>*D4 Demonstrated experience of generating income through information/communications activity</p> <p>*D5 Demonstrated experience of delivering an information and communications strategy on behalf of a charity</p>
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<p>Abilities & Skills</p>	<p>E4 Ability to build a positive public reputation for an organisation through effective communication work that builds support for its mission.</p> <p>E5 Excellent oral and written communication skills with ability to accurately present complex information in an accessible way and work to tight deadlines</p> <p>E6 Ability to effectively work independently and as part of a team to achieve positive outcomes</p>	
<p>Aptitudes & Commitment</p>	<p>E7 Self-motivated and open to self-reflection and growth</p> <p>E8 Committed to the aims of the Law Centre</p>	
<p>Circumstances</p>	<p>*E9 Willingness to travel as required</p> <p>*E10 Current UK driving licence with access to a car (note this will be waived where applicants can demonstrate suitable alternative arrangements or in response to disability needs)</p> <p>*E11 Available for occasional evening and weekend work in accordance with the requirements of the post</p>	

Please note Criteria marked * will initially be assessed at shortlisting stage.