

**Role Description**

**Job Title Communications Officer (CO-18-20)**

**Location** Belfast

**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** Director/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 and marketing strategy.

**Contact with** LCNI staff;

Advice network and other organisations;

Media;

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 to build awareness of 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;
* 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

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**October 2020**



**Person Specification**

**Communications Officer (CO-18-20)**

                                               **Essential                           Desirable**

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| **Qualifications, Knowledge and experience** | **E1** Appropriate qualification related to communications and media**AND**A minimum of one years’ experience of delivering an organisation’s communications, information, and marketing strategy and plan**E2** Experience of writing high quality and timely copy and other materials for media professionals and other audiences**E3** Experience of planning, writing and producing high quality public information**E4** Experience of developing, maintaining and enhancing effective professional relations with a range of external stakeholders, including media professionals, that maximise communication opportunities and that uphold an organisation’s public reputation**E5** Experience of advising and supporting an organisation in relation to media/public relations, with ability to identify and communicate risk and propose appropriate responses | **D1** Experience of delivering an information and communications strategy on behalf of a charity**D2** Experience of generating income through information/communications activity**D3** Experience of producing timely management information on an organisation’s information and communications activity**D4** Experience of developing, monitoring and evaluating an organisation’s communication, information, & marketing strategy and plan |

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| **Abilities & Skills** | **E6** Ability to effectively manage and develop an organisation’s website and social media profile to promote a message**E7** Ability to effectively maintain and develop customer management systems**E8** Excellent oral and written communication skills with ability to accurately present complex information in an accessible way, tailored to the relevant recipient and influence others and working to tight deadlines and under pressure to meet media deadlines **E9** Ability to effectively manage time and resources, working independently and as part of a team to achieve an organisation’s objectives**E10** Ability to identify and maximise organisational development opportunities and with good organisational and IT skills to be administratively self-supporting |  |
| **Aptitudes & Commitment** | **E11** Passionate and creative in building external support for LCNI’s mission through strong communication activity**E12** Self-motivated and open to self-reflection and growth **E13** Committed to the aims of the Law Centre and to excellent client care |  |
| **Circumstances** | **E14** Willingness to travel as required **E15** 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) **E16** Available for occasional evening and weekend work in accordance with the requirements of the post |  |