**Job Description **

**Job Title:** Communications Officer

**Reporting to:** Director of Corporate Services

**Operational Area:** Northern Ireland

**Hours per Week:** 22.5

**Location:**  Belfast

**Job Purpose**

This role requires a confident and innovative communications specialist with the ability to bring Groundwork Northern Ireland’s (GWNI) strategic and operational communications to a new and exciting level.

They will be self-motivated, creative and dynamic, ensuring that all relevant stakeholders know and understand our work and most importantly, that those who would benefit from it, can do so. This key role will lead the strategic direction of Groundwork NI’s marketing, as well as the delivery of day to day effective communications and public relations.

**Key Roles and Responsibilities**

1. **Strategy and Leadership**

1.1 Support the CEO and staff team in managing the GWNI brand

1.2 Create and deliver a strategic communications plan for GWNI

1.3 Initiate and develop new media relationships

1.4 Ensure the Trust and its work are well promoted

1.5 Create a suite of effective marketing materials for GWNI’s services

1.6 Manage external agencies in the delivery of the communications objectives of GWNI

1.7 Represent the Trust professionally as and when required

1.8 Develop effective working relationships with colleagues from GW Trusts across the UK

1. **Operational Delivery**

2.1 Provide day-to-day management and administration of internal and external communications

2.2 Design and deliver on a stakeholder map for GWNI

2.3 Manage and deliver content for GWNI’s digital presence (including GWNI website, social media and any other relevant platforms)

2.4 Support both internal communications and other programmes and projects collateral

2.5 Create copy, where required, for GWNI communications and marketing assets

2.6 Provide support to the CEO, Director of Corporate Services and staff team as and when necessary

2.7 Ensure effective communication within the staff team and participate in team activities

**3 Monitoring and Review**

3.1 Regularly review the efficacy of GWNI’s communication strategies, delivery and channels.

3.2 Report to the Senior Management Team on performance against the Trust’s Marketing and Operational Plans.

3.3 Ensure that communication happens in a positive manner, disseminating the practices, benefits and impact of GWNI projects to external stakeholders to promote sustainable funding.

3.4 Maintain accurate records in accordance with GDPR.

3.5. Develop effective case study templates to support team members in demonstrating the impact GWNI services

1. **Additional**

4.1 Undertake any other work appropriate with the evolving objectives of the post and as may reasonably be requested by the Chief Executive or Senior Management Team.

4.2 Ensure adherence to all GWNI policies and procedures.

4.3 Work alongside colleagues across Groundwork Trusts in the UK on relevant communications steering groups.

1. **Personal and Professional Development**

5.1 Participate in the GWNI Performance Management and Appraisal process and agree short, medium and long terms objectives.

5.2 Identify your own learning and development needs and evaluate training and development to demonstrate needs have been met.

5.3 Share good practice and achievements, and actively seek opportunities to present outcomes and case studies.

5.4 Contribute to the learning of others across GWNI and the Groundwork Federation by sharing knowledge and skills, both informally and formally.

**Personnel Specification**

**Essential**

* At least 2 years’ experience working in a communications/marketing environment, including delivering effective communications strategies
* Excellent verbal and written communication skills
* Ability to communicate and effectively negotiate with partners and clients to ensure a high standard of Customer Relationship Management.
* Ability to develop and lead on a varied programme of marketing work, including PR, publications, product development and sales promotion
* A willingness to undertake regular travel and to work out of office hours when necessary.
* Strong technical knowledge and understanding of the communications, marketing and public relations field.
* Ability to plan and prioritise workloads whilst meeting competing and challenging priorities
* Proficient in MS Office, social media and other relevant programs to aid delivery of objectives.
* Access to transport to carry out in full the responsibilities of the post.
* A commitment and appreciation of Health and Safety issues and Equal Opportunities in all work practices.

**Desirable**

* Experience in the Community and Voluntary Sector in Northern Ireland
* Experience of partnership working and delivering on partnership projects
* Demonstrable political, media and cultural awareness and a sound knowledge of current affairs
* Experience of delivering events on time and within budget
* Experience of liaison with media

**Terms and Conditions**

Salary: £23,698 (pro rata) per annum

Hours of Work: 22.5 hours per week

Holidays: 25 days per annum plus N.I. customary days (pro rata)

Duration: 18 months fixed term with the possibility of extension

This post is subject to a six-month probationary period

In accordance with national provisions for the protection of children and adults at risk, applicants for jobs will be required to undergo Access NI checks with the Police Service for Northern Ireland.

At all times Groundwork NI posts are subject to the availability of funding and will be reviewed annually