**Job Description**

Communications and PR Officer

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| **Salary:** | £22,105  |
| **Hours:** | 30 hours / week, pattern to be agreed |
| **Type of contract:** | Part-time/Permanent  |
| **Location:**  | Hybrid |
| **Reporting to:**  | Head of HR and Central Services  |
| **Purpose of the role**We are seeking a dynamic and creative Communications and PR Officer to enhance our brand presence and oversee internal and external communications. This role is ideal for a proactive and creative individual with a passion for public relations, media engagement, and communications. It will require market scanning to understand emerging themes in social care, excellent inhouse communication with heads of service to manage commissioned pieces of work and close attention to detail to ensure our brand and reputational value are maintained.  |

Key responsibilities and accountabilities

1. **Develop and implement effective communication strategies to promote the organisation’s five-year strategy**
	1. Explore our current communication and PR coverage, to expand and develop a planned strategy.
	2. Develop marketing and communication plans for services and new business areas, consulting with heads of service.
	3. Develop a calendar of planned communication pieces to ensure brand awareness is continuous and evident.
	4. Draft, edit, and publish content for various platforms, including social media, website, and newsletters.
2. **Ensure brand consistency across all communications and marketing materials**
	1. Using brand guidelines ensure all information, digital or in print, internal or external meets expectation and accessibility criteria.
	2. Ensure high quality materials are presented appropriately in line with brand guidelines.
3. **Oversee and manage the organisation’s social media presence to enhance engagement and outreach**
	1. Monitor and analyse media coverage, collect data, and report on key performance indicators to assess impact.
	2. Improve external brand awareness and competitor advantage through innovative, creative and unique communication and visual imagery.
4. **Lead on internal and external communications**
	1. Design and produce promotional materials, presentations, surveys, and e-newsletters to support communication efforts.
	2. Engage Friends of Independent Lives in key communications, encouraging feedback and participation in events e.g. annual general meetings, conferences, community activities, research etc.
	3. Support services with the creation of materials including presentations, leaflets, brochures etc which support their service delivery.
	4. Create and distribute compelling press releases (through stories of Independent Lives) to engage stakeholders.
5. **Actively participate in the digital ambition, contributing to digital communication initiatives.**
	1. Support the charities ambition towards a digital first approach
	2. Participate in a digital working group which explores our development for a digital first approach
	3. Consider and support the careful use of AI and how this can positively and negatively affect the brand
6. **Support the development and maintenance of the charity website and subsites**
	1. Ensure charity website content is branded, and support in the updating of features, news, events and information.
	2. Add content on a regular basis to keep the website fresh and appealing.
	3. Support others to include articles on the website and quality control any submissions.
	4. Support operational teams develop their subsites in line with Independent Lives branding and accessibility requirements.
7. **Support in events organisation**
	1. Coordinate and support in-house and external events such as all-staff days, social gatherings, annual general meetings, and conferences.
	2. Promote any events through a project management approach in conjunction with other colleagues or event sponsors.
8. **General**
	1. The post holder is expected to work within and actively promote the mission, values, and vision of Independent Lives to external stakeholders and staff members, and to comply with all Independent Lives policies and procedures.
	2. Annual objectives will be set out for this role which will be used to monitor and evaluate performance within the appraisal system.
	3. To maintain a professional knowledge and competence and attend relevant training as required.
	4. Attend team meetings and supervision meetings with line manager.
	5. Other tasks within the remit of the job may be required from time to time.
	6. The job description will be kept under review to ensure that it remains up to date.
	7. The job holder will be consulted about any proposed changes to the role.
9. **Person Specification**

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| **Skills and Experience** | **Essential** | **Desirable** |
| Strong written and verbal communication skills with the ability to create engaging content. | **X** |  |
| Experience in public relations, communications, or media-related roles.  | **X** |  |
| Proficiency in social media management and digital marketing tools. | **X** |  |
| Ability to manage websites and ensure content is regularly updated. | **X** |  |
| Strong organisational skills with the ability to plan and deliver events effectively. | **X** |  |
| Analytical skills to monitor media coverage and report on engagement metrics. | **X** |  |
| Ability to work both independently and collaboratively as part of a team. | **X** |  |
| Experience in the non-profit, charity, or public sector. |  | **X** |
| Knowledge of graphic design and multimedia content creation. |  | **X** |
| Understanding of search engine optimisation and digital advertising strategies. |  | **X** |