

# JOB DESCRIPTION

## Job title: Communications Officer

**Job Purpose:** In Clinks’ small Communications team, the role leads Clinks’ social media presence, coordinates our e-communications and website content and provides support to Clinks’ staff in the writing and production of publications. The Communications Officer ensures accuracy and consistency across our communications channels. The post plays an important role in maintaining up to date knowledge and understanding of Clinks’ activity and developments in the criminal justice system to ensure appropriate internal and external information sharing. It supports the Communications Manager to implement Clinks’ communications strategy and tools in order to develop Clinks’ profile and support the achievement of our strategic objectives.

**Reports to:** Communications Manager

**1 Duties and key responsibilities**

**General**

* Maintain high standards of accuracy and consistency at all times
* Support the Communications Manager to ensure communications activity effectively supports the achievement of Clinks’ strategic objectives
* Maintain a good understanding of Clinks’ activity and monitor developments in the criminal justice system to ensure effective internal and external information sharing
* Provide communications support to other Clinks teams to ensure that our work is promoted in an accurate and timely manner
* Liaise with external suppliers or contractors in relation to communications support.

**Website**

* Lead on ensuring Clinks’ website is kept relevant and up to date, working with the relevant staff
* Contribute to the identification and implementation of improvements in functionality and user experience based on feedback from staff and website users, liaising with third parties as needed
* Maintain Clinks’ regular programme of reporting and benchmarking, using a variety of sources including Google Analytics.

**Social media**

* Lead the day-to-day running of our social media platforms (at present, Twitter, LinkedIn and blogs), in order to:
  + Maintain Clinks’ profile and contribute to growing our audiences
  + Promote the work of the sector and maintain relationships with our members
  + Promote Clinks’ key messages and support our role to provide thought leadership within the sector
  + Keep up to date with key developments and respond appropriately.
* Measure the impact of our social media activity and use this to inform the use of social media, developing new ways to engage with audiences in order to increase Clinks’ online presence and raise the profile of the organisation.

**E-communications**

* Writing e-bulletins based on developments and news specifically of relevance to the voluntary sector working in criminal justice, gathered through social media, media, colleagues and web searches
* Coordinate a programme of newsflashes, including writing, scheduling, reporting and quality control
* Promote and maintain subscriptions to our e-bulletins.

**Proofing, editing and publication design**

* Ensure high writing standards and that communications are accurate, concise and effective
* Provide proofreading support for members of Clinks staff, ensuing writing follows established style guidance and key messages
* Support the production of publications using design software and document templates.

**Strategy development**

* Support the Communications team in developing, reviewing and implementing communications strategies
* With the Communications Manager, identify opportunities to promote Clinks and our services/products to existing and new audiences.

**2 General responsibilities**

* Represent and be an ambassador for Clinks
* Work to support the mission, ethos and values of Clinks
* Be flexible and carry out other associated duties as may arise, develop or be assigned in line with the broad remit of the position
* As part of the Clinks’ team contribute to our fundraising strategy through considering ways in which income might be generated through core communications products
* Support and promote diversity and equality of opportunity in the workplace
* Work collaboratively with others in all aspects of our work.

This job description does not form part of your contract of employment and can be amended from time to time as the needs of the organisation require.

**PERSON SPECIFICATION:**

**Communications Officer**

**EXPERIENCE**

* Working in a Communications Officer or similar role
* Delivering content through digital channels such as social media, e-bulletins and websites
* Supporting the development of and delivering communications plans to achieve organisational priorities
* Using technology for organisational communications
* Carrying out a range of administrative tasks for a small, busy and creative organisation
* Dealing with the public both through email and on the phone
* Working with external partners or stakeholders.

**SKILLS AND ABILITIES**

* Clear, concise and engaging written and online communication skills
* A scrupulous approach to proofreading and a high level of skill in written English, including spelling, grammar and punctuation
* Good interpersonal skills and the ability to communicate with a range of stakeholders
* Accurate data inputting skills and good attention to detail
* A collaborative approach to working with colleagues
* Well organised and systematic with an ability to maintain effective record keeping systems
* Ability to work both independently and as part of a team
* IT skills, including knowledge of Microsoft Office, HTML, and ability to support online platforms, web updating, email, internet and database
* Adaptability and flexibility in being able to take on new roles, learn new things quickly, and manage a range of different internal relationships
* An eye for design, with the ability to liaise with external designers and to use design software, for example InDesign, to manipulate document templates.

**KNOWLEDGE**

* Common communications techniques in the voluntary sector
* Good knowledge of social media platforms and how to create and schedule content for social media.

**EDUCATION/TRAINING**

* No one specific qualification is required, but evidence of recent continuing professional development in a professional area with relevance to the area of work.

**PERSONAL ATTRIBUTES AND OTHER REQUIREMENTS**

* Able to travel nationally.
* Able to work some evenings and weekends and stay overnight where necessary.
* Work well in a team with a flexible approach to work.
* Personal resilience and the ability to stay focused in a rapidly changing environment.
* Commitment to anti-discriminatory practice and equal opportunities. An ability to apply awareness of diversity issues to all areas of work.
* Commitment to the values and ethos of supporting people in the criminal justice system.
* Commitment to upholding the rights of people facing disadvantage and discrimination in the criminal justice system.