

JOB DESCRIPTION**JOB TITLE:** Communications Officer**REPORTS TO:** Senior Communications Officer**DEPARTMENT:** Personnel & Training Department**RATE OF PAY:** £28,226 to £31,895 per annum pro rata**DATE:** September 2022

ROLE PURPOSE: To support the Senior Communications Officer to deliver the Association's Communications Strategy. Working with a range of stakeholders to co-ordinate, create and publish high quality content across multiple channels for both internal and external audiences.

Key Area	Key Activities
<p><u>PR and external media relations</u></p>	<p>Handle media enquiries and create effective press releases to gain positive media coverage to promote and protect the reputation of the Association.</p> <p>Build, maintain and develop relationships with journalists and other relevant communications and media contacts and maintain an up-to-date media database.</p> <p>Maintain records of media coverage.</p> <p>Liaise with and brief photographers and video production companies to effectively illustrate the work of the Association.</p>
<p><u>Communications</u></p>	<p>Implement Apex's Communications Strategy and associated work plans.</p> <p>Provide professional communications advice to SMT, managers and staff.</p> <p>Produce regular performance monitoring reports (media coverage, website and social media analytics etc).</p> <p>Assist in the production of corporate publications / documents including Corporate Strategy & Business Plans; Annual Report; Apex Observer and any customer focused marketing materials.</p> <p>Liaise with advertising agencies, designers and printers.</p> <p>Assist with proof reading, copy writing, editing copy and information collection.</p>
<p><u>Digital Communications</u></p>	<p>Manage Apex's online channels of communication (including websites and social media) including the timely drafting of high-quality content and the production of attractive graphics, images and videos.</p> <p>Maintain digital media archives including photos and videos.</p>

<p><u>Internal Communications</u></p>	<p>Assist with the management of internal staff communication, in particular the creation and distribution of Apex's monthly staff e-zine.</p> <p>Develop engaging internal communications campaigns.</p> <p>Assist in the development of future internal communications channels.</p>
<p><u>Marketing</u></p>	<p>Co-ordinate marketing, advertising and promotional activities and demonstrate their impact.</p>
<p><u>Events Management</u></p>	<p>Assist in organising and managing corporate events and advise on event planning to ensure communication of key messages and appropriate brand values.</p> <p>Prepare PowerPoint presentations and short videos for events / conferences etc.</p>
<p><u>Miscellaneous</u></p>	<p>Represent Apex at meetings, events and functions, presenting our work to other stakeholders.</p> <p>Adhere to the Association's Equal Opportunities Policy and commit to the principles and aims of the Equality Scheme Section 75 duties to ensure fairness and equality in all aspects of work.</p> <p>Any other duties at the request of the Chief Executive.</p> <p>No job description can cover every issue which may arise within the post at various times, this job description is not a rigid or inflexible document but provides guidelines regarding the duties expected while in post.</p>