



JOB DESCRIPTION	COMMUNICATIONS OFFICER (PSD)
LOCATION	BRISTOL
RESPONSIBLE TO	DIRECTOR OF COMMUNICATIONS & ENGAGEMENT

PURPOSE OF POST

A key role in developing and implementing external communications for Together for Short Lives across all key communications functions, delivering key media plans and strategies, undertaking media liaison by monitoring and briefing target journalists, building celebrity engagement and generation of ambassadors and identifying proactive media & PR opportunities. Working across a number of areas this role will quickly integrate and deliver thinking across a number of channels. It will develop and deliver information and resources in a range of formats across appropriate channels, including digital.

This role has an explicit responsibility for account managing the work of PSD.

SUMMARY OF DUTIES AND RESPONSIBILITIES

Account management: PSD

1. This role has explicit responsibility for supporting and advising the work of PSD to ensure that work is integrated and delivers effectively to their target audiences.
2. The role will therefore be required to develop communications strategies and plans for key pieces of PSD activity working closely alongside those teams and bringing in other members of the External Relations team as required.
3. The role will be required to join PSD team meetings.

Web and digital media

4. Support the Digital Officer in the development and maintenance of all Together for Short Lives website platforms, including commissioning, writing and editing copy; CMS management, search engine optimisation; new functionality; monitoring performance; liaison with technical support.
5. Support the Digital Officer in developing innovative approaches to digital and social media and maximise PR and awareness opportunities for Together for Short Lives. Ensure a high profile presence on new media channels
6. Monitor and evaluate Together for Short Lives' digital activity and ensure it is shared to inform future work.

PR and Marketing

7. Deliver PR and media plans and secure media coverage.
8. Liaise directly with the media, celebrities, case studies and spokespeople.
9. Take a lead on developing a broad range of case studies to support PR and communications, in close liaison with members and service providers.
10. Support Together for Short Lives' key awareness raising campaigns with PR and media support and coordination
11. Support the establishment of Together for Short Lives' brand, including key messages, corporate identity and style and ensure a consistent approach across all communications platforms.
12. Play an active role in developing and delivering a range of conferences, events and forums for members and external stakeholders.
13. Promote Together for Short Lives membership in line with Membership Development strategies.

Resources and Publications

14. Develop and deliver appropriate PR and marketing materials that promote Together for Short Lives and its services.
15. Develop and produce a range of publications, resources, newsletters and e-communications in collaboration with other teams.
16. Help deliver a range of membership communications for families, professionals and organisations.
17. Ensure that all relevant documents meet the Information Standard quality mark.

General responsibilities

18. Commission and oversee design, print, photography and other external services
19. Provide project management to relevant work areas, including publications development, campaigns, social media and website development.
20. To provide support to Together for Short Lives volunteers.
21. Act as an ambassador for Together for Short Lives with other key stakeholders, and to support others in this role.
22. To carry out any other duties as are within the scope, spirit and purpose of the post as requested by your line manager.
23. Work with the Communications Manager to identify learning and development opportunities to further experience and understanding – this includes engaging with relevant peer to peer networks and mentoring schemes.

PERSON SPECIFICATION – Communications Officer

QUALITIES	ESSENTIAL	DESIRABLE
QUALIFICATIONS	<p>Educated to degree level or with equivalent experience</p> <p>A demonstrable commitment to continuous professional development</p>	
EXPERIENCE	<p>Experience across a broad range of communications, including:</p> <ul style="list-style-type: none"> • Web and social media • PR and media relations • Publications production • Marketing and awareness raising <p>Experience of pitching stories and securing media coverage</p> <p>Experience of the website development process and managing content management systems.</p> <p>Experience of organising and coordinating events and conferences.</p> <p>Experience of managing communications projects within defined timescales.</p> <p>Experience of writing, editing and proofing documents and publications.</p> <p>Experience of developing and delivering marketing strategy</p> <p>Experience of working with a range of internal and external stakeholders.</p>	<p>Experience gained in the voluntary sector</p> <p>Experience of delivering membership communications</p> <p>.</p>
KNOWLEDGE AND UNDERSTANDING	<p>Detailed knowledge of the latest developments in PR, digital and social media</p> <p>Knowledge of PR and awareness raising techniques</p> <p>Knowledge of, or willingness to acquire a working knowledge of the children's palliative care sector in the UK</p>	<p>Knowledge of different creative software eg Indesign, Spark, Canva</p>

QUALITIES	ESSENTIAL	DESIRABLE
SKILLS AND ABILITIES	<p>Strong presentational skills and ability to promote the charity to a wide range of individuals and external audiences.</p> <p>Excellent verbal and written communication skills.</p> <p>Strong editorial and proofing skills Ability to work constructively in partnership with other groups and organisations Ability to write in different styles for different audiences Ability to assimilate complex information and communicate it in a way that is easy to understand Excellent diplomacy and negotiating skills . Ability to develop communications strategies</p>	
PERSONAL QUALITIES	<p>A confident and effective decision maker. Energetic with enthusiastic approach to work Empathy with the children's palliative care sector. Committed to the vision, mission and values of the charity. Commitment to quality member service, best practice and best value in all aspects of the charity's operations.</p>	