

Job Title	Communications Officer
Organisation	North NE Active Partnership
Salary	£22,999 - £26,469
Responsible to	Assistant Director – Insight & Communications

Purpose

To be the focal point for internal and external marketing and communications content to support the overall business objectives of the Charity.

To lead on identifying, creating, distributing and promoting marketing and communications content, utilising online and offline channels, including the Charity's social media platforms, websites, digital and print resources, media outlets and events.

To ensure:

- an increased engagement with partners through the promotion of our wide range of activities and expertise
- increased awareness of opportunities in our sector for our broad range of partners and stakeholders, including the public.
- an increased profile of the Charity
- the Charity achieves its overall objective of reducing inactivity in our resident population.

This is an operational role with the post holder providing high levels of customer service as the nature of work involves working closely with the Charity's staff team and a wide range of partners.

Key Tasks & Responsibilities

- Work with the Assistant Director – Insight & Communications to develop and implement a plan of marketing and communications activity.
- Maintain and develop the Charity's social media presence and be the focal point for interactions; this includes identifying and creating engaging content in keeping with the Charity's role as a leading voice of community sport and physical activity, and effectively communicating insight-led recommendations to a wide range of partners and stakeholders in order to influence social change.

- Maintain and develop the Charity's websites, ensuring all information remains up-to-date and accurate. Work with internal colleagues to regularly add relevant content and remove expired content.
- Identify news opportunities and contribute towards the writing and issuing of press releases to local and regional media to publicise the activities and achievements of the Charity.
- Advise, direct and support staff to develop marketing and communications material; ensuring brand guidelines, corporate style and tone are adhered to. As well as providing specialist advice and support to partners.
- Prepare and issue audience specific electronic newsletters by working closely with internal colleagues to identify and prepare relevant content.
- Work with colleagues and graphic designers to produce corporate and promotional materials in electronic and print format. This includes in-house publications (e.g. annual reports), posters, banners, case studies, reports and presentations.
- Work with colleagues and external providers to manage the production of video and photography.
- Understand our key audiences in order to ensure communication is relevant and timely, utilising the right channels and messages.
- Collect, analyse and report on online media activity to track progress, assess impact and measure performance against targets.
- Keep informed of developments and trends in communication tools and techniques and use these to improve the Charity's marketing and communications activity.

General

- The post holder will be required to travel to attend meetings and carry out other work-related duties across Northumberland and Tyne & Wear, and occasionally beyond.
- Monitor how the Charity is represented in all formats and ensure brand standards are maintained and the reputation of the Charity is not compromised.
- Ensure all communications are compliant with the requirements of GDPR and maintain a confidential and sensitive approach to personal and organisational information.
- Provide support and assistance with the planning and delivery of events, projects and programmes delivered by the Charity.

- Work closely with other members of the Charity, providing effective support and building strong working relationships.
- Conduct all responsibilities according to the Charity's policies and procedures, and adhere to its core values.
- Contribute to a culture of equality and demonstrate a commitment to removing all forms of discrimination in how we work and the services we provide.
- To attend training and development opportunities relevant to the post and/or self-development objectives.
- Any other duties as required, commensurate with the grade and remuneration of the post.

Number of Reports

Direct Reports: 0

Indirect Reports: 0

Practical Requirements

The post holder must:

- Be values driven and display the utmost integrity and transparency.
- Work with high energy and be motivated to succeed.
- Be proactive, use initiative and have a strong work ethic.
- Be a leading advocate for the benefits that physical activity and sport can play in developing communities and individuals.
- Ensure compliance with the Charity's internal procedures and all legal requirements.