

JOB DESCRIPTION

JOB TITLE:	Production and Communications Officer
ACCOUNTABLE TO:	Regional Secretary's PA/Regional Staff Manager or Allocated Senior Organiser
GRADE:	5
HOURS OF WORK:	Unspecified
PLACE OF WORK:	Regional Office

MAIN DUTIES AND RESPONSIBILITIES

- The post holder will be responsible for the production of printed and digital design and content to support and promote GMB campaigns.
- Take responsibility for multimedia production to include devising, developing and producing video and other multimedia content and supporting GMB's digital and social media strategy.
- Organise, arrange and attend events in line with on-going campaigns in the Region.

SPECIFIC TASKS AND DUTIES

- Design and produce professional print publications to support and advance GMB campaigns for the Region, sections and activists.
- Design and produce member communications to support industrial and political campaigns, ballots and in raising workplace issues.
- Commission and work with external design and print companies where in house provision is not available.
- Commission, edit and write articles for the Regional website and other editorial content as and when required.
- Ensure that the Regional website and all digital content and social

media are up to date and responsive to current events and member enquiries, to include Facebook, Twitter, Instagram, YouTube and Whatsapp groups

- Administer Regional social media activity and implement strategies to grow audiences and email lists, and increase digital presence.
- Monitor trends in social media tools, trends and applications and appropriately apply that knowledge to our communication channels.
- Produce campaign essentials, often on short timescales, such as emails, info graphics, leaflets, videos and microsites.
- Design and produce materials for rallies and events.
- Organise events in relation to upcoming campaigns - booking of rooms, advertising, gaining quotes from potential suppliers.
- Attend events as and when required to promote the Region.
- An element of unsocial hours is to be expected.

PERSON SPECIFICATION

The post holder should be;

Essential

- Calm under pressure and able to juggle multiple competing demands
- Confident in selling stories to the press, becoming an instant expert in the subject at hand
- Capable of working without supervision and demonstrate good initiative in dealing with unanticipated problems and identifying appropriate solutions
- Creative and able to find angles, events and set pieces that stand out
- Committed to the aims and objectives of the trade union movement
- Strong attention to detail and accuracy is a must, producing content that will be distributed to media outlets and online

Desirable

- Experience within a campaigning or membership organisation environment
- Experience of managing organisational or campaign social media accounts
- Experience in web development technologies
- Experience with social media tools and techniques, including segmentation, targeting and analytics

Qualifications:

The post holder will be expected to have either relevant professional qualifications/training in multimedia/video communications or equivalent professional experience.

Skills and Knowledge;

Essential

- At least two years' experience in a media or communications role
- Proven ability to write clearly and concisely, for a range of key target audiences
- Proven track record of producing high quality print and online content
- Proven ability to produce excellent content for print, web and social media
- Social media management skills
- Experience with on-line marketing
- Video editing skills
- Sound editing skills
- Graphic design skills (Adobe Photoshop/InDesign/Illustrator)
- Experience of using professional video/photographic equipment and editing processes to deliver high quality multimedia content
- Excellent writing skills and ability to tailor messages to different audiences
- Track record of meeting deadlines and budget management
- Proven experience of maintaining strong relationships with external communications suppliers
- Proven experience of producing content for web and print – publications and newsletters
- Ability to differentiate between messages for internal and external audiences
- Experience of media monitoring and digital analytic tools

Desirable

- Track record of using content management systems
- Track record of using customer relationship management systems
- Photography skills
- Track record of negotiating in relation to planning of events
- Copy-editing and proof-reading skills
- Proven experience of delivering audio-visual projects
- Track record of securing media coverage – print, broadcast and on-line
- Proven ability to use professional media contacts databases

- Proven experience of using forward news planning services
 - Up to date knowledge of current affairs, news and politics
 - Experience of drafting press releases and media comments, dealing with media enquiries and developing media contact lists.
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