

Job Description

Job Title Communications Officer	Department Communications
Reports to Head of Communications	Location Head Office/remote (some requirement for office attendance)
Effective Date	1 year fixed term contract

General Scope and Purpose of Role

This is a busy and demanding role requiring excellent communication, project management and organisational skills. You will need to be able to interact with a wide variety of union officials and members, ensuring that campaigns are both publicised and organised. The job holder will possess a flexible approach and be able to re-prioritise quickly and effectively as well as having a good eye for detail and experience developing digital campaign strategies.

Duties and Responsibilities

1. Under the direction of the General Secretary, the Head of Communications and working with National Officers, design and deliver successful digital campaigns to represent the interests of members, utilising innovative tools to reach our audiences.
2. Contribute to media relations, proactive and reactive press and relationships with journalists. Manage broadcast and print interviews, liaising with officials on key messaging and performance.
3. Support the development and implementation of a digital campaigning strategy, utilising social media channels to engage stakeholders.
4. Support the delivery of campaign activity, including event logistics, support in integrating campaigning activities across FBU, and evaluating impact of campaign activities via a project management approach.
5. To support work to engage members and stakeholders in campaigns and events across a range of platforms, developing innovative opportunities for engagement.
6. Manage and monitor the 'Campaigns' calendar for the year, ensuring appropriate planning and communication to maximise opportunities.
7. To coordinate, distribute and restock campaign materials, including bulletins, posters, newsletters, leaflets and merchandise, including material produced for the FBU shop, in line with the Union's brand guidelines.

8. Act as out of hours' liaison by maintaining the national Facebook and Twitter social media sites as and when required. Note: This is not a 24 hours responsibility and out of hours activity will be the exception rather than the norm, details of precise requirements to be discussed and agreed between the job holder and Head of Communications.
9. To support stakeholder management and regular communication with campaign contacts, ensuring accurate records of engagement.
10. Contribute to ad-hoc projects that the General Secretary and Communications Department may be involved in by undertaking these as required and liaising with appropriate personnel as necessary.

Specialist Skills

- Proven campaigning experience gained within a political environment, preferably in a trade union
- Good knowledge and experience of the Trade Union movement and industrial relations
- The ability to communicate with a variety of internal and external stakeholders
- Good teamwork, project management and organisational skills
- High standard of written and verbal communication skills with strong attention to detail, including ability to communicate to a range of audiences
- Experience of writing engaging resources
- Graduate with a relevant degree/or relevant experience

General

1. To provide support to the Union during its campaigns and/or conferences as may be determined by the Line Manager or above.
2. To work co-operatively with Union personnel, including providing cover relating to the role and team/Department during absence, as may be requested by your Line Manager.
3. Fulfil the requirements of the Union's Equal Opportunities Policy and procedures and implement good principles and practices within the context of the day to day job.
4. To undertake any training, and/or other duties as appropriate within the Communications team or the Union as a whole that are commensurate with the post as may be determined from time to time by the HR Department, the National Officer (Staffing), the Head of Communications or the General Secretary.
5. It should be understood that this job description may change as the Union develops following discussion and agreement with the post holder. The post holder will have full opportunity to discuss this and to be active in any changes and developments.

Professional Responsibilities

1. Avoid any action or behaviour which may conflict in any way with the work and services provided by the Fire Brigades Union (FBU) or which may bring the Union into disrepute.
2. Act in accordance with the FBU's current and future policies, procedures, guidelines and relevant codes of practice, which aim to ensure the highest possible standards of professionalism.
3. Represent the FBU in a professional manner by adhering to relevant best practice, policies and guidelines when dealing with members of the public, as well as all Union personnel, and relevant Stakeholders. If in doubt with regards to best practice, then advice should be sought from the Line Manager, or HR Department.
4. Develop and maintain the range of skills appropriate to the post and to keep up-to-date with good practice, publications and issues relating to your area of work or the Union as a whole.
5. Maintain members' records, sensitive and confidential information securely, contribute to the collation of information for statistical, monitoring and evaluation purposes. This responsibility is to be fulfilled with the statutory data protection requirements and the job holder will maintain up to date knowledge of those and ensure FBU is compliant.
6. Develop and maintain appropriate boundaries of confidentiality in relation to employees, elected officials and any other person(s) that may be concerned with the Union's business.
7. Work at all times to actively promote the FBU's Equal Opportunities Policy and to challenge discriminatory practices and behaviour.
8. Treat all persons with whom they work or deal with during the course of, or as a consequence of their employment, with dignity and respect irrespective of colour, race, ethnic or national origins, sex, gender reassignment, sexual orientation, disability, age, religion or belief or other potentially unique attributes of the individual. For further clarification please speak to the HR Department.
9. Participate in regular formal supervision and line management as agreed with the relevant person, or delegated personnel (Departmental Manager).
10. Participate as an employee of the FBU, by being available for staff, training, and other meetings as required.
11. Ensure continuous self-development, both professionally and personally, through training, supervision and other appropriate means. To attend appropriate training courses / conferences / meetings, by agreement with the Line Manager.

Signed:	Dated:
<i>Employee</i>	
Signed:	Dated:
<i>HR Representative on behalf of the General Secretary, Fire Brigades Union</i>	