



Job Title:	Senior Communications Officer (Bild & RRN)
Responsible to:	Senior Leadership Team (working in partnership with outsourced communications agency)
Direct reports	Membership and Engagement Co-ordinator
Salary	30-35k per annum (dependent on experience)
Location:	Remote working with some attendance at Bild's office at Birmingham
Hours:	37.5 hours per week (flexible)
Contract:	Permanent

Role summary:

As Senior Communications Officer, you will play a lead role in planning, developing, and implementing the communication and PR plan to grow awareness and profile of Bild and Restraint Reduction Network (RRN).

By sharing the impact of our work and programmes in improving the lives of people with disabilities, you will support Bild in becoming the sector leading provider of organisational and workforce development (and RRN in becoming the leading charity in reducing restrictive practices globally).

You will support the engagement co-ordinator to grow, improve and develop our membership, Communities of Practice, and conferences / webinars.

By ensuring appropriate, effective and engaging communications to all relevant audiences and stakeholders through publication of tailored monthly newsletters and range of other communications, your role will support the growth and development of our membership, Communities of Practice and the event programme (including webinars and conferences).

You will champion Bild and RRN's brand, vision, mission and values acting as an internal ambassador for communications and PR within the organisation and externally to partners, stakeholders and media

Key Responsibilities and Duties

- Plan, develop and implement strategic communications and marketing plans to maximise awareness of Bild and the RRN across the broad spectrum of communications disciplines including media relations, stakeholder management, influencer engagement, ethical (impact focused) marketing, social and new media and the production of new materials
- Devise and manage the implementation of integrated campaigns and initiatives, working with sector partners, digital and design

- Write, develop and produce materials such as press releases, briefing documents, media statements and online information suitable for stakeholders, including people with lived experience
- Effectively plan, manage and lead a range of events for Bild and RRN and associated marketing and communications
- Champion the Bild and RRN brands, promoting the mission, values and vision of the organisation and ensuring consistency and impact across all communications
- Identify, liaise with and manage key stakeholders – internal and external (media, agencies, government departments, partners, other relevant parties) to secure maximum benefits for Bild and RRN
- Develop key messages, leading on creating and maintaining appropriate and consistent language and terminology for Bild and RRN across all media and communication channels
- Supporting the continued improvement and development of Bild and RRN’s websites
- Lead proactive and reactive media engagement, calls and requests for information in order to capitalise on suitable opportunities for raising the profile of Bild and RRN
- Support and develop direct reports including Bild’s Engagement Coordinator
- Supporting Bild and RRN spokespeople with PR and media outreach
- Keep abreast of communications and engagement activity within the sector and demonstrate an awareness of the impact these may have on existing and future communications activity
- Contribute to evaluation and assessment of results against KPIs and tracking activity
- Allocate, manage and evaluate budget spend
- Identify resource requirements for activity across Bild and RRN
- Develop and maintain systems, databases and procedures to support Bild and RRN communication activities
- Plan, monitor, appraise and report progress of activity regularly with an innate understanding of how this supports activity across the Bild group
- Plan, manage and oversee budgetary spend related to outsourcing specialist activities such as video editing and design
- Ensure communications and marketing work complies with data protection and other legal, professional and agency requirements, standards and policies
- Support the senior leadership team on any activity as required.

Personal Development

- Be part of a culture of quality in all areas of communications, PR and marketing
- Participate and contribute to individual performance appraisal and supervision sessions
- Keep abreast of relevant initiatives and developments within the adult health and social care, education & disability sector and the wider communications / engagement profession
- Undertake relevant training, as necessary including accessing new systems and software as required to support the role.
- Work in partnership with Bild’s outsourced communications & PR agency

Additional Requirements

- Comply with Bild’s Health and Safety policy
- Refrain from acting in a manner that in any way endangers yourself, fellow employees, or the public
- Ensure that all policies and procedures are met
- The confidential nature of the work means that employees working within Bild must maintain the strictest security in relation to documentation and ensure that confidentiality is maintained at all times in accordance with relevant Data Protection and associated legislation.

Experience / Skills / Competence

Essential

- Minimum of 3-5 years' experience working in communications and PR with demonstrable success
- PR and media management experience, including both online and traditional PR
- Experience of managing and implementing social media plans, including post development, scheduling, evaluation and monitoring feedback
- Experience of overseeing the design and production of print and electronic publications, including website management and development
- Experience of managing CRM systems and ensuring effective data capture and utilising data to inform decision making
- Ability to analyse data and shape results into reports that inform decision making
- Ability to build effective relationships and networks and establish credibility for Bild and RRN
- Ability to work collaboratively with colleagues, members and stakeholders
- Demonstrated digital comms / social media skills and understanding of emerging digital marketing tools and platforms
- Ability to use a variety of IT packages/databases including – Microsoft Office, Excel, PPT etc.
- Experience managing budgets and associated reporting
- Ability to work remotely and within an office space with flexibility around a mixture of different types of working
- Time management skills and ability to prioritise workload under pressure as part of a small but vibrant team
- Strong awareness and interest in news/current affairs/politics and the broader third sector and education sector.

Desirable

- Experience working in the not-for-profit sector, preferably in another disability and/or membership charity
- Strong understanding of education, health, social care, disability and not for profit environment
- Strong media contacts within relevant trade sector publications
- Experience with project management systems such as Trello and CRM systems such as Salesforce
- Ability to use externally managed media databases (such as Agility etc.)
- Experience with conferences, webinars and hybrid events.

Person Specification

- Exceptional copy writing and verbal communication skills
- Good presenting, negotiating and influencing skills
- Excellent interpersonal skills and ability to build mutually beneficial relationships
- The ability to work effectively within a small team
- Ability to work under pressure, and plan, manage, and adapt own workload
- A flexible, proactive and problem-solving approach to work
- A motivated attitude and ability to work on own initiative
- A commitment to human rights and modelling accessibility and inclusion throughout activity
- Willingness to travel and work flexible hours as demanded by the post
- Fit to undertake the duties of the post.

Equal Opportunities

Bild is striving towards being an equal opportunities employer. In working towards this aim no employee, or job applicant will receive less favourable treatment on the grounds of their role, gender, age, disability, race, nationality, ethnic or national origin, colour, sexual orientation, domestic circumstances, social and employment status, gender reassignment, privately held political opinion, trade union membership, religious or similar philosophical belief, or disadvantaged by conditions or requirements which cannot be shown to be justifiable.

Bild is committed to ensure all employees have fair and non-discriminatory systems for recruiting or accessing training to enhance the development or promotion of staff. Bild has been awarded Investors in People.

This list of duties and responsibilities identifies principal responsibilities. The post holder may be required to undertake other relevant and appropriate duties as required by Bild's management agenda and priorities.

This job description is subject to regular review and appropriate modification.