



Job Title:	Communications Officer (Engagement and Membership for Bild & RRN)
Responsible to:	Communications Manager
Salary	25-29k per annum depending on experience
Location:	Remote working with some attendance at Bild's office at Birmingham University Research Park, B15 2SQ
Hours:	37.5 hours per week (flexible)
Contract:	Permanent

Role summary:

As Communications Officer, your role will be to lead the strategic implementation of our core membership, Communities of Practice and stakeholder engagement with our key audiences.

In planning, developing and implementing work across Bild and RRN membership, Communities of Practice and webinars and social media activity, this role will support the wider communication team activity and strategic direction of the Bild Group.

Key Responsibilities and Duties

Membership

- To take responsibility for shaping the development and growth of our membership offer for Bild and the RRN
- Audit the membership population and monitor any trends or opportunities for growth or challenges in the sector
- Research and create materials (online and offline) that will appeal and engage different groups within our membership
- Ensure effective communication and engagement with Bild and RRN members
- Amplify the voice of our members, including people with lived experience.

Communities of Practice

- Develop a plan of engagement and growth for our Communities of Practice including digital engagement
- Use key metrics to identify which Communities are working well and areas for improvement
- Work with the Development team to create digital resources to support Communities

- Ensure Communities of Practice are supported through a steering group and spokesperson / advisor, resource portal, social media, webinars, conferences and regular e-communications.

Engagement

- Ensure effective engagement with different audiences and stakeholders including members, communities of practice, key influencers and internal staff and Trustees
- Utilise social media (Twitter, Facebook and LinkedIn), webinars, conferences and other communications as a key channel for engagement
- Understand Bild and RRN's offer and commit to developing skills that support this through engagement activities
- To show a strong understanding of accessibility considerations, particularly for those with learning disabilities and autistic people.

Other

- Be part of a culture of quality in all areas of engagement and communications
- 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 and 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.
- Plan, monitor, appraise and report progress of activity regularly with an innate understanding of how this supports activity across the Bild Group
- Plan, monitor, appraise and report on individual time spend across key areas of work
- Plan, manage and oversee budgetary spend related to outsourcing specialist activities such as video editing and design.

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
- Avoid any behaviour that discriminates against your fellow employees, or potential employees on the grounds of their sex, sexual orientation, marital status, race, religion, creed, colour, nationality, ethnic origin or disability
- 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

- Experience managing and implementing strategic engagement plans as part of an integrated communications plan
- Experience of managing social media channels (including development of posts, scheduling, evaluation and monitoring feedback)
- Experience of creating content for digital channels
- Experience managing and running events (digital and in-person)
- Previous experience of working within a similar role for a year
- Strong interpersonal and communication skills
- Adept at presenting complex information in an easy to digest format
- Ability to develop information resources (online and offline)
- Highly proficient in packages including Microsoft Office, Excel, Trello, PPT and Adobe IT
- Flexibility and ability to manage 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.

Desirable

- A solid two to three years' experience working in communications and engagement
- Experience of undertaking research including data collection, data analysis and using quantitative data
- Experience managing budgets
- Experience managing and running hybrid events
- Experience with systems such as Salesforce and CVENT.

Person Specification

- 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
- 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.