Job description

Communications Officer

Job Title: Communications Officer

Department: Communications & Government Relations

Responsible To: Head of Communications & Government Relations

## Purpose

* To manage, draft, edit and upload the Union’s online content.
* To oversee design and production of physical and digital assets including print, merchandise, and publications.
* To ensure that all MU communications adhere to branding and tone of voice guidelines.
* To assist with the Union’s social media activity.
* To assist with PR activity.

## Main duties and responsibilities

* Looking after the branding and tone of voice guidelines and ensuring that MU content adheres to these.
* Oversee the design and production of physical and digital assets.
* Keeping an inventory of MU print items and merchandise, placing orders, and ensuring timely delivery to regional offices and departments as required.
* Assisting with PR proactive and reactive statements in conjunction with the Head of Communications and Government Relations.
* Drafting briefings and assisting in the Union’s political activity including presence at Labour Party Conference.
* Assisting in the creation and publishing of material on social media and providing cover for the Campaigns and Social Media Official when required.
* To work with the Communications and Government Relations team on MU campaigns and other communications.

**In conjunction with the Online Communications & Content Officer:**

* Ensuring the accuracy, timeliness and relevance of all information on the MU website and overseeing the site ‘tree’.
* Editing and uploading news stories, events, and other content to the website.
* Main team copywriter and editor, in conjunction with Online Communications and Content Officer.
* Drafting and sending all bulk emails to members.
* Shared management of the monthly MU news email to members.
* Liaising with regions and departments on a regular basis to update the website.
* Development and implementation of search engine optimisation strategies.
* Leading on website and email analytics.
* To undertake other such duties as may reasonably be required from time to time.

## Person Specification

* The ability to prioritise workload, multitasking to effectively meet deadlines.
* Excellent interpersonal skills.
* The ability to produce accurate relevant copy and good attention to detail.
* Experience of working in a communications environment.
* Excellent communication skills both verbally and in writing.
* A broad appreciation of the overall aims and objectives of the trade union movement and of the MU’s role in the music industry.
* Previous experience of drafting and editing communications for web and uploading content to websites.
* Ideally, basic photoshop and design skills and experience of PR.
* Strong teamwork ethic.