

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.