



Communications Coordinator Job Description

Location:	Include Youth Offices, Belfast (as a base)
Responsible to:	Practice Manager
Salary:	£32,029
Hours:	35 hours per week (5 days per week)
Holidays:	25 days per annum
Probationary Period:	6 months
Fixed term:	31 st March 2023 (extended subject to funding)

MAIN PURPOSE:

The communications coordinator has a key role to play in planning and delivering communications to key groups including, media, stakeholders, volunteers, and staff. The post holder will write and publish content across various channels, including social and digital media, print media and marketing materials. They will also plan and deliver a communications strategy for the organisation, aimed at raising awareness or funds.

KEY RESPONSIBILITIES:

Communications

- Part of the Senior Staff team (attending monthly meetings)
- Promote Include Youth and its activities
- Draft and implement a communications strategy for the organisation
- Train and support young people and those that work with them to engage positively in media
- Provide creative, editorial, and operational support for communications and report on progress
- Ensure effective internal communication
- To provide communications support for campaigns launches, staff and stakeholder events
- Monitor media on issues affecting Include Youth and our work
- Development of training materials and co-facilitation of training programmes

- Provide advice to colleagues/partner organisations on communications delivery (including political, economic and social context)

Media

- Manage media monitoring
- Liaise with Policy Coordinator on all policy related matters
- Maintain a database of media contacts
- Develop a crisis management protocol
- Field media enquiries from print, broadcast and online
- Draft and issue press releases, opinion pieces, and statements as needed

Digital

- Develop, manage, and update content for website
- Maintain wide range of social media accounts and generate content for digital platforms.
- Support staff and young people engaging online in line with Include Youth Social Media Policy

Fundraising

- Manage social fundraising accounts
- Promote fundraising activities & operate as part of fundraising team
- Part of Senior Staff funding team

Marketing and Branding

- Ensure consistent branding across the organisation
- Help maintain and build reputation
- Act as a brand champion
- Plan/create multi-media communications materials
- Oversee the design and delivery of all marketing publications and materials, including annual report, pop-up stands and digital branding.

Event Management

- Overseeing media and cooperate events

Management of Communications Assistant

- Bi-monthly supervision and ongoing support

General

- The key responsibilities above give a broad outline of the functions of the post. However, these duties must be approached in a flexible manner. The post holder will be expected to adapt to changing circumstances and undertake other duties appropriate to the grade of the post as allocated by your line manager as part of working in a small team to deliver the Include Youth mission, vision, and goals. The outline of responsibilities may change from time to time.
- To adhere to existing work practices, procedures, undertake relevant training and development activities and to respond positively to new and alternative systems
- To demonstrate their commitment to Include Youth by their regular attendance and the efficient completion of all tasks allocated to them
- It will be necessary to work with information technology and associated systems in accordance with Include Youth Policies and Procedures
- To co-operate with Include Youth in complying with relevant health and safety legislation, policies, and procedures, in the performance of the duties of the post
- To carry out duties and responsibilities of the post in compliance with Include Youth's equal opportunities policies
- To maintain confidentiality and observe data protection and associated guidelines where appropriate
- Undertaking Safeguarding training on induction



Communications Coordinator Person Specification

ESSENTIAL

Experience

- A minimum of 3 years full-time experience of working in a communications or public relations capacity
- A qualification in a communications, public relations, marketing, journalism, politics, or social science at degree level or above
- Experience of developing, maintaining, and updating websites
- Proven experience in working with a wide range of press and media

Knowledge and Values

- An understanding of the media and how it works
- An understanding of the voluntary and community sector in Northern Ireland

Skills

- Proven written and oral communication skills
- Excellent copywriting, editorial skills and content creation skills including video, images, graphics as well as channel knowledge
- Knowledge and application of MS Word, Excel, PowerPoint, and Outlook; Photoshop, InDesign for the creation of in-house graphics; and video editing software within a working environment.

DESIRABLE

Experience

- Member of Chartered Institute of Public Relations

Knowledge and Values

- An understanding and commitment to children's rights and the values of Include Youth.



Communications Coordinator Conditions of Service

Travel Expenses

Responsibility is on the employee to ensure that when using the car in the course of business, that proper insurance cover is acquired, and that the car is maintained in a roadworthy condition. A mileage allowance will be payable by Include Youth towards expenses.

Vetting

The successful applicant will be asked to declare all pending prosecutions, convictions, cautions and bind-over orders and their name will be submitted to Access NI for a check to be carried out

Pension

Include Youth operates a group personal pension scheme.

TOIL:

There is no entitlement to overtime payment to reflect the requirements of the post. However you are entitled to receive time off in lieu for hours worked in excess of your normal working week.

Equal Opportunities Policy

Include Youth is an equal opportunity employer. The aim of its policy is to ensure that no job applicant or employee receives less favourable treatment on the grounds of nationality, race, ethnic origin, gender, marital status, sexual orientation, disability, religious belief or political opinion, nor should they be disadvantaged by conditions or requirements which are neither justified nor relevant to the job.

It is the responsibility of all staff to ensure a harmonious working environment in which the dignity of all employees and services users is respected.