

JOB DESCRIPTION
(To be read in conjunction with Person Specification)

Communications Team

Post title: Creative Communications Officer

Salary: NJC SCP 16

Reports to: Creative Communications Lead

Responsible for: N/A

Organisational Expectations:

Our values underpin Inspire North and its Associated Companies and assist us in delivering our vision and purpose. You have a responsibility to adhere to and promote our values in everything you do in the work environment

Our aim is to provide a high-quality service adhering to principles of best practice, promoting diversity and inclusion. All posts have two main functions: to carry out the duties as outlined and be proactive in continuously improving service delivery.

Outline of Post:

The purpose of the role is to provide support to the Inspire North Development and Communications Directorate to increase our profile, develop our branding and build our image as the go-to, trusted charity group delivering life-changing services across the North of England.

The Creative Communications Officer will undertake administrative duties, support with high-profile media campaigns and events, support with the development and rollout of brand guidelines and social media assets, post to and monitor the organisation's social media accounts, and work closely with Operational colleagues to tell the story of the life-changing positive impact our services have.

Main Tasks:

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1.	Support Inspire North in its ambitious brand development plan and profile-raising activities by undertaking a range of tasks as required.

2.	Support in the delivery of a major branding project by undertaking such tasks including, but not limited to: research, content and asset creation, data reporting and administrative tasks required to support the overall project management process.
3.	Assist with the launch communications and events around new services.
4.	Monitor Inspire North's social media presence and assist with the development, creation and rollout of social media campaigns.
5.	Support the organisation's Communications Champions within services to promote their service effectively by providing resources, assets and a point of contact.
6.	Support with establishing a co-production strategy for Inspire North Communications, including desktop research and helping to run co-production activities.
7.	Assist with establishing a case studies database of positive news stories and fundraising assets for Inspire North.
8.	Undertake research to ensure we are up to date with the latest campaigns and initiatives relevant to our service delivery sectors.
9.	Assist with production of the Inspire North Annual Report and Housing Calendar.
10.	Periodically update the group websites with good news, press releases and new initiatives.
11.	Support the positive promotion of Inspire North's values and reputation, representing Inspire North at external forums or groups.
12.	Participate in regular supervision, team meetings and other meetings as required.
13.	Take reasonable care of your Health and Safety and that of any other person who may be affected by your acts or omissions at work.
14.	Demonstrate a strong commitment to the principles and practice of equality, diversity and inclusion.
15.	The above duties are indicative of the current requirements of the post. You are expected to work flexibly in the interests of Inspire North and its Associated Companies, including undertaking any other reasonable duties as required at the initial place of work or at other locations from which Inspire North and its Associated Companies operates.
16.	Please note this job description is intended to provide a guide to the general duties and responsibilities of the role the post holder is expected to adopt a flexible approach to the tasks. It should not be regarded as a contractual document. It will be reviewed regularly and may be varied at the discretion of Inspire North and its Associated Companies.

PERSON SPECIFICATION

**Creative Communications
Officer**

Communications Team

The person specification should be read in with the job description. It is used at the shortlisting and interview stage to decide how suitable each candidate is to take on the role. Inspire North does not necessarily expect that each candidate will fulfil all the criteria listed in the Desirable column but any ‘gaps’ could form areas for development in the future.

Approach	Essential	Desirable	Identified by: A = application form I = interview E – exercise
Demonstrate understanding and commitment to diversity and inclusion	✓		A, I
Demonstrate a commitment and enthusiasm for working with our service user group	✓		A, I
Able to build and maintain relationships whilst maintaining appropriate professional boundaries	✓		A, I
Demonstrate a willingness to participate in shaping the future of the organisation by taking on responsibilities and projects in addition to core workload	✓		A, I
Demonstrate a commitment to enabling and empowering clients to become actively involved in Inspire North and its Associated Companies	✓		A, I
Knowledge and Skills	Essential	Desirable	Identified by:
Excellent organisational skills and the ability to manage multiple priorities and meet deadlines	✓		A, I
Excellent technical literacy of Microsoft Applications (e.g. Word, Excel, and PowerPoint etc)	✓		A, I, E
Excellent writing skills, including writing concisely with accuracy and attention to detail	✓		A, I, E

Excellent verbal communication skills with ability to build and maintain productive working relationships with service users, employees and partners at all levels	✓		A, I
Ability to use website CMS tools such as Wordpress.	✓		A, I
Excellent technical literacy using creative design and layout software such as Adobe InDesign or Canva Pro	✓		A, I
Knowledge of news values and how media organisations work	✓		A, I, E
Demonstrate ability to adapt approach when working with different groups.	✓		A, I
Positive and proactive with high levels of initiative	✓		A, I
Flexible and solution focused in approach to work	✓		A, I
Ability to use video editing software such as Adobe Premiere Pro or similar		✓	A
Ability to use analytics tools such as Google Analytics to generate reporting data		✓	A, I
Have access to a car for work purposes and hold a full current UK driving licence		✓	A
Language skills e.g. Urdu, BSL, etc.		✓	A
Experience	Essential	Desirable	
Experience of using a range of social media platforms, management and scheduling tools in a professional setting	✓		A, I, E
Experience of regularly producing high quality written communications for a range of audiences, to tight timescales	✓		A, I
Experience of providing high quality administrative support in a fast-paced setting	✓		A, I
Experience of producing high-quality visual materials including posters, flyers and social media assets	✓		A, I
Experience in PR, third sector communications or journalism		✓	A, I
Experience of working in the voluntary sector or within a health and social care setting		✓	A, I
Experience of managing projects with evidence of achieving excellent results		✓	A, I

Experience of homelessness, domestic abuse or mental health either as a person who has used services, a carer, worker or volunteer		✓	A, I
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