

UNISON

COMMUNICATIONS OFFICER (MARKETING) 12 MONTHS FIXED TERM CONTRACT (SUBJECT TO ONE MONTHS NOTICE) COMMUNICATIONS UNIT REF: CCP/CU/FF01

JOB DESCRIPTION

Grade:	4
Hours:	35 per week
Location:	Head Office, London NW1
Reports to:	Campaigns Manager

Overall Summary

UNISON is the UK's largest public service union, representing some 1.3 million people working in local government, the NHS, schools and colleges, police staff, utilities, the community and voluntary sector and for private companies providing public services.

We're looking for a communications professional with strong marketing skills and experience and an enthusiastic and creative approach to promoting campaigns and messages to a wide range of audiences.

We're relaunching our membership benefits package this year (currently UNISONplus) and we need an energetic marketing professional to implement and evaluate an annual marketing plan for this key strategic initiative.

These are tough times for our members, who have faced years of pay freezes and extra pressures at work, so it is more important than ever for us to demonstrate very clearly the real value of their union membership. Let's show them that someone is on their side!

You'll develop, oversee and manage the planning of a marcomms calendar across all of the union's key channels – our magazines, email bulletins, website and social media.

You'll work as part of our campaigns team within a wider communications department which includes in-house designers, writers, campaign planners and digital creatives. We need a marketing specialist who is able to work well with colleagues, internal and external stakeholders at all levels to develop

crisp, engaging content to promote some of our union's key benefits and programmes.

You'll have excellent written and wider communication skills, a knowledge and understanding of both online and offline communications and a passion for ensuring that an integrated communications plan delivers engaging and absorbing content for readers.

You'll have the skills to develop resources and work with other specialist staff in providing copy, managing production of print and digital resources and managing social media content.

Ideally you'll have experience of planning and implementing digital engagement campaigns, including email/SMS onboarding programmes.

You'll be familiar with developing a marketing strategy, overseeing implementation and monitoring effectiveness.

This job is offered as a one-year, fixed-term contract with a particular focus on improving the union's capacity to effectively market our key services to current and potential members.

Responsible to: Campaigns team leader

Key Responsibilities:

- Plan, develop and deliver campaigns as agreed within timescales
- Work with the organisation's external PR agency to see marketing campaigns executed
- Creating and developing innovative ways to communicate the organisation's message to existing and potential members
- Planning and project managing marketing events and evaluating their success
- Planning and implementing an internal marketing programme
- Liaising and networking with a range of stakeholders including customers, colleagues, suppliers and partner organisations
- Communicating with target audiences and managing member and client relationships
- Exploring customer opinions and gaps in the market

- Looking at competitor marketing strategies
- Making sure campaign deadlines are met
- Sourcing advertising opportunities
- Placing adverts and content in internal and external print and digital media
- Writing and managing distribution of marketing materials
- Managing campaign web presence and social media
- Managing budgets
- Evaluating the effectiveness of marketing campaigns
- Work as part of a creative team
- Co-ordinate and liaise with other teams
- Understand, work within and promote UNISON's key aims and values, organisational objectives and priorities as decided by the general secretary, senior officers and the national executive council.

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PERSON SPECIFICATION AND SELECTION CRITERIA

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race or ethnic origin, gender identity, family situation, sexual orientation, disability, religion or age. This person specification is designed to help members of interviewing panels judge the qualities of the interviewees in a systematic and consistent way, and in accordance with UNISON's equal opportunities policy. It is given to all job applicants for information.

Assessment code

A = Application Form

P = Presentation

PI = Panel Interview

Heading	Selection criteria	Assessment method
1. Knowledge	1.1 Knowledge and extensive experience of developing and implementing marketing plans.	A/P/PI
	1.2 Experience of developing creative and innovative marketing solutions.	A/P/PI
	1.3 Understanding of triggers and motivations of key audiences to create effective marketing strategies.	A/P/PI
	1.4 Understanding of planning processes and project management to ensure campaigns are delivered to time and budget.	A/P
	1.5 Ability to understand and negotiate a range of complex strategic, organisational and client requirements within an integrated marketing plan.	A/PI
	1.6 Sound knowledge of different content formats and managing a marketing	A/PI

	<p>plan across appropriate channels.</p> <p>1.7 Knowledge of planning personalised email/SMS campaigns.</p> <p>1.8 Sound knowledge and experience of social media, especially Facebook, Twitter and Instagram and management tools such as Hootsuite.</p> <p>1.9 Knowledge and experience of monitoring and evaluation of effectiveness of marketing initiatives.</p>	<p>A/PI</p> <p>A/P/PI</p> <p>A/P</p>
2. Thinking skills	<p>2.1 Ability to understand, work within and promote UNISON's key aims and values and ensure marketing plans support these.</p> <p>2.2 Ability to advise colleagues, clients and suppliers on marketing strategy and plans.</p> <p>2.3 Experience of creative thinking and ability to find fresh ways to promote campaigns.</p> <p>2.4 Ability to take an audience-focused view of marketing communications.</p> <p>2.5 Ability to negotiate with stakeholders and win support for innovative marketing strategies.</p>	<p>A/PI/P</p> <p>A/PI</p> <p>A/P/PI</p> <p>A/P</p> <p>A/PI</p>
3. Interpersonal and communications	<p>3.1 Excellent professional spoken and written communication skills including:</p> <ul style="list-style-type: none"> • drafting and editing compelling marketing copy • editing and sub-editing using house style • ability to find and deliver engaging angles to marketing copy • ability to write for the web and social media, email and SMS campaigns. <p>3.2 Ability to engage with external agencies, suppliers of membership benefit services to UNISON, senior lay members and officers of the union and</p>	<p>A/P/PI</p> <p>A/P/PI</p>

	<p>win support for marketing plans.</p> <p>3.3 Good people skills and ability to work collaboratively with colleagues in the communications team and across the union.</p>	A/PI
4. Physical skills (with DDA modification if necessary)	4.1 Excellent keyboard skills	A
5. Initiative and independence	<p>5.1 Ability to organise, prioritise and schedule work within an agreed set of priorities or work programme.</p> <p>5.2 Ability to lead on marketing initiatives, develop a plan and influence and negotiate with colleagues and stakeholders to implement the plan.</p> <p>5.3 Ability to lead on specialist area of work and report to senior managers, lay members and colleagues.</p> <p>5.4 Ability to set up and monitor an evaluation framework, reporting as necessary to stakeholders.</p>	<p>A/PI</p> <p>A/PI</p> <p>A</p> <p>A</p>
6. Team working	<p>6.1 Experience of working as part of a creative team; briefing and working collaboratively with professional colleagues to deliver a work programme across different areas of responsibility.</p> <p>6.2 Ability to influence and negotiate with colleagues with confidence and maintaining a positive and creative working relationship.</p> <p>6.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.</p> <p>6.4 Ability to work across ad hoc or virtual teams including external agencies.</p>	<p>A/PI</p> <p>A/PI</p> <p>PI</p> <p>A/PI</p>

7. Responsibility for resources	7.1 Experience of working with organisational knowledge and information resources.	A
	7.2 Experience and understanding of key issues around working with membership data, including data protection and privacy.	A/PI
	7.3 Ability to monitor and manage analysis of digital data to assess impact of campaigns.	A/PI
	7.4 Ability to work with external agencies and colleagues within a designated budget to ensure value for money.	A
	7.5 Experience of evaluating communication channels in terms of cost effectiveness and impact.	A/P/PI

Other Information

Please email your application form to j.besserman@unison.co.uk, quoting **ref: CCP/CU/FF01**. Or alternatively post three hard copies to Jon Besserman, Communications Unit, UNISON Centre, 130 Euston Road, London NW1 2AY.

Completed application forms must be received by no later than **5pm on Friday 03 June 2016**.

Interviews will take place on Tuesday 14 June 2016.