

UNISON NORTHERN IRELAND COMMUNICATIONS ASSISTANT

JOB DESCRIPTION

Grade: 8

Hours: 35 per week

Location UNISON Centre, Galway House, York Street, Belfast

Reports to: Policy Officer

Overall Summary

The role of the Communications Assistant is to support the development and delivery of Initiatives to promote a positive external image of the union and its policies. The Communications Assistant will provide support to the Regional Management Team to develop, promote and deliver consistent and effective communications systems and media campaigns.

Key tasks and responsibilities

The key tasks and responsibilities appropriate to this post, to be carried out under the direction of the Policy Officer, are as follows:

Development/Research

Maintain and develop UNISON NI's websites, social networking sites and e-communications systems

Assist with research and preparation of draft news releases, briefing papers, articles and background and publicity materials, including model releases for use by branches and to help promote UNISON's key messages in the media.

Assist with Identifying, interviewing and maintaining suitable case studies for use by the media in publicising UNISON's key messages and campaigns.

Assist in organising UNISON media, communications and recruitment events.

Communication/Organisation

Liaise with appropriate UNISON staff, lay structures and branches

Support media preparation, coordination and organisation of UNISON events.

Use electronic IT systems, and maintain distribution systems, to maximise the speedy delivery of news releases and information to media outlets and to the wider membership

Designs leaflets, newsletters and other publicity material

Management of Resources

Main databases and ensure maintenance of equipment and machinery related to the role of the communications assistant

Administrative

Monitor media for breaking news stories

Collate and analyse media coverage and other statistical information as required.

Keep updated comprehensive biographical and picture files.

Equality

Assist in promoting the aims and values of UNISON with particular emphasis on the centrality of equality of opportunity and the promotion of human rights to all of our work

General/Other

Any other duties relevant to the overall responsibilities of this post.

**UNISON NORTHERN IRELAND
COMMUNICATIONS ASSISTANT
5 MONTH FIXED TERM CONTRACT
REF: R5/29**

PERSON SPECIFICATION

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of gender, religious belief, political opinion, race or ethnic origin, marital status family, sexual orientation, disability, age and whether or not they have dependents. This person specification is designed to help members of Interviewing Panels judge the qualities of 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.

Development/Research

- Ability to research, analyse data and produce news releases, briefing notes, background materials, articles and letters and develop story lines.
- Ability to work to tight deadlines and to prioritise work under pressure.
- Ability to work flexibly within multi-disciplinary teams, including outside core office hours.

Communications/Organisation

- Effective communications skills, both written and oral, including the ability to write clearly and concisely,
- Ability to communicate and liaise with officials, branches, media and external bodies
- Ability to use IT distribution and news-monitoring systems.
- Ability to assist in organising media and regional events.

Specialist

- Ability to understand UNISON's policies and objectives
- Ability to design and develop websites, e-communications and publicity materials
- Working knowledge of campaigning techniques
- An understanding of Northern Ireland current affairs .
- Ability to bring a creative approach to specific communications and organising projects

Resource Management

- Ability to work effectively within administrative and financial arrangements and timetables, ensuring that files and records are maintained
- Ability to liaise with external suppliers to ensure fully maintained equipment related to the communications role

General/Other

- Commitment to the aims and values of the trade union movement.
- Ability and willingness to be a team player.
- Ability to work on own initiative.

Other Information

Please submit **three** copies of your completed application form to the address below.

Completed application forms along with NI monitoring and disability forms must be received by Michele Bradford, Regional Administrator, UNISON, Galway House, 165 York Street, Belfast, BT15 1AL no later than **4pm on Friday 27 January 2017** quoting ref: **R5/29T**.