

UNISON

Communications Co-ordinator Communications Unit Ref: CCP/60

JOB DESCRIPTION

Grade: 7

Location: UNISON Centre, London, NW1

Reports to: Campaigns and Design Team Leader

Overall summary

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

The Communications Unit is a multi-skilled team of communications professionals providing a full communications service to the union. Our teams of writers, planners, designers and digital staff set the external tone of voice for the union; provide our key internal communications channels (magazines, printed campaign materials, website and digital) and plan engaging campaigns designed to promote the union's key issues to members, the public, opinion formers and supporters. We also plan, monitor and manage an annual recruitment marketing campaign which brings thousands of new members into the union each year.

The Communications Co-ordinator will provide professional support to the unit's publishing and stock control processes. You'll use templates to layout publications, be able to make accurate amendments and minor changes to text and layout; write copy for publication and tag stories and other assets appropriately for web publishing.

You'll have excellent communication skills – verbal and written – and be looking to develop your experience across a wide range of online and offline communications publishing processes. You'll be able to write accurate and reader-friendly copy for print publications or online/digital communications.

You'll be able to work on your own initiative but also as part of a team, and need the ability to understand UNISON's key objectives and priorities and how your work helps the union achieve those.

Experience of using digital tools and systems, using a Mac and professional layout, design or web software is useful.

Key responsibilities

- Support our printed publicity stock processes, liaising with our storage and distribution house and officers across the union to ensure that stocks of materials are kept at reasonable levels.
- Working with officers to ensure that any items which need updating are flagged up and scheduled in for review, amendment and reprinting.
- Carrying out accurate text updates and changes, using professional layout software (Adobe InDesign).
- Scheduling the production of new print and design work, liaising with internal clients to keep them up to date on the progress of communications jobs.
- Updating text on web pages using a content management system (WordPress).
- Tagging web content, photos and other assets for publication on the website
- Chasing progress on print and production work, liaising with designers and internal and external printers and providing reports as necessary.
- Writing, checking and sub-editing copy for leaflets, booklets, webpages and other outward-facing publicity materials, ensuring it conforms to UNISON house-style, is accurate and easy to read.
- Implement and oversee the production of branch-customisable publicity materials for key recruitment initiatives and outward-facing campaigns and providing assistance to branches to support this.
- Support a shared database of member contacts for case studies, including photographs, stories, member information and permission and usage rights.
- Analyse publishing data to assess trends. Provide detailed reports for the unit management team, colleagues and senior staff at national and regional level.
- Act as a first point of contact for dealing with inquiries requiring the need to develop a good knowledge of the work of the union and the specialist functions of the communications team.
- Project-planning and management of small project teams around specific areas of work.

- Accurate, secure and confidential handling of large amounts of data, including financial information and personal data.
- Provide support for branches in developing locally customisable recruitment and organising materials.
- Provide support for the Director of Communications in working on recruitment marketing initiatives with our lead external agency.
- Understand and work within UNISON's aims and values, objectives and priorities as decided by the General Secretary, senior staff and 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

ST = Selection Test

PI = Panel interview

Heading	Selection criteria	Assessment method
1. Knowledge	1.1 Knowledge and experience of using Microsoft Office software to a high degree and demonstrable ability to learn to use more specialised professional software systems and digital tools used in the Communications team.	A/PI
	1.2 Demonstrable experience of learning new systems and ease of use of digital and online tools.	A/PI
	1.3 Experience of working within financial, legal, editorial or other office procedures, rules and objectives.	A/PI
	1.4 Ability to understand the objectives of a publishing process and see how support systems can help to achieve those objectives.	A/PI
	1.5 Knowledge and ability to analyse information, draft text and produce regular reports as requested.	A/PI
	1.6 Ability to understand and work within	A/PI

	<p>UNISON's aims and values, objectives and priorities as decided by the General Secretary, senior staff and the national executive council.</p> <p>1.7 To further these aims, the post holder must have a commitment to the trade union movement and ability to understand equalities issues and the needs of a diverse organisation.</p>	A/PI
2. Thinking skills	<p>2.1 Ability to understand, work within and promote UNISON's key aims and values and understand how your role and the work of the Communications Unit supports these aims.</p> <p>2.2 Ability and experience of problem-solving, for example, recognising problems or issues in a process and working together with others to resolve them.</p> <p>2.3 Demonstrable attention to detail and ability to work sensitively with member information.</p> <p>2.4 Ability to prioritise work and deal with conflicting priorities.</p> <p>2.5 Ability to liaise with specialist colleagues to set up and monitor a schedule of amendments to key documents and publications.</p> <p>2.6 Ability to set up databases and other data systems to record, monitor, analyse and report information for specialist purposes.</p>	<p>A/PI</p> <p>A/ST/PI</p> <p>A/ST/PI</p> <p>A/ST/PI</p> <p>A/PI</p> <p>A/PI</p>
3. Interpersonal/communications	<p>3.1 Excellent interpersonal and communication skills including:</p> <ul style="list-style-type: none"> • Ability to draft letters, write text for leaflets, reports and emails to members, senior staff, committees and suppliers with a high degree of accuracy, attention to house style and readability. • Ability to provide a friendly and knowledgeable first contact for 	A/ST/PI

	<p>members, suppliers and external callers to the Communications team.</p> <ul style="list-style-type: none"> • Friendly, professional and calm phone manner. • Ability to deal well with occasional complaints or requests for help where the caller may be distressed. • Ability to use diplomacy and political judgement when dealing with member complaints. <p>3.2 Ability to provide publishing and organising support for key recruitment campaigns and outward-facing campaigns.</p> <p>3.3 Ability to maintain confidentiality when dealing with members, staff and suppliers.</p> <p>3.4 Ability to provide information in a range of formats, from informal briefings to preparing regular formal reports.</p>	<p>A/PI</p> <p>A/PI</p> <p>A/ST/PI</p>
4. Physical skills (with DDA modification if necessary)	<p>4.1 Excellent word processing, data entry and other keyboard skills.</p> <p>4.2 Ability to enter quantities of data accurately and efficiently.</p>	<p>A</p> <p>A</p>
5. Initiative and independence	<p>5.1 Strong organisational ability to manage and prioritise a variety of tasks autonomously.</p> <p>5.2 Ability to identify opportunities for your work to support the union's communications and campaigns agenda.</p>	<p>A/PI</p> <p>A/PI</p>
6. Team working	<p>6.1 Ability to work as part of a team and cope within a busy working environment.</p> <p>6.2 Willingness to pitch in to support project teams around particular events, conferences or campaigns.</p>	<p>A/PI</p> <p>A/PI</p>
7. Responsibility for resources	<p>7.1 Ability to work with sensitive member data within agreed guidelines accurately, securely and confidentially.</p> <p>7.2 Experience of handling financial</p>	<p>A/PI</p> <p>A/PI</p>

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