

UNISON NORTHERN IRELAND

COMMUNICATIONS AND DIGITAL ENGAGEMENT ASSISTANT

JOB DESCRIPTION

UNISON Northern Ireland Region

Grade: 7
Salary: £32,535 per annum
Hours: 35 per week
Location UNISON Centre, Galway House, York Street, Belfast
Reports to: Policy Officer

Overall Summary

The role of the Communications and Digital Engagement Assistant is to provide support to the Regional Management Team to develop, promote, deliver and evaluate consistent and effective communication and digital engagement initiatives, campaigns and programmes that promote a positive external image of the union and its policies; maximise member engagement; meet our key objectives, and grow and strengthen the union for the future.

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

Support the development, promotion, delivery and evaluation of UNISON NI's websites, social networking sites and digital communications systems to optimise member recruitment, engagement and retention.

Assist with research and preparation of print and online digital newsletters, publicity materials and other communications that help promote UNISON's key messages and campaigns.

Contribute to the organisation of UNISON communications, recruitment and other events.

Assist with the implementation of the UNISON NI regional press and media strategy

Communication/Organisation

Liaise with appropriate UNISON lay structures, branches and staff at a regional and national level on communications and digital initiatives, programmes and activities - including attending weekly UNISON-wide online meetings to co-ordinate press/media/communication strategies.

Assist the RMT in ensuring staff and branch compliance with existing UNISON communications protocols.

Support the preparation, coordination and organisation of UNISON events.

Designs leaflets, newsletters and other publicity materials for both print and online distribution.

Contribute to the upskilling other staff to take on communications and digital engagement roles.

Management of Resources / Administrative

Maintain databases and ensure the maintenance of equipment, and online digital systems related to the role.

Support staff and managers responsible for press and media communications activity including monitoring print and online media for breaking news stories, and collating and analysing media coverage and other statistical information as required.

Create and maintain appropriate administrative and information systems including digital data and updated comprehensive biographical and picture files.

Equality and human rights

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

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 maintain, develop, promote and evaluate UNISON NI's websites, social networking sites and digital communications systems
- Ability to research, design and prepare print and online digital leaflets, newsletters and other publicity and communications materials
- Ability to support the organisation of UNISON communications, recruitment and other events.
- Ability to assist in the implementation of the regional press and media strategy.
- 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 and external bodies
- Ability to use IT, distribution and news-monitoring systems.
- Ability to assist in organising regional events.
- Ability to contribute to the upskilling other staff on communications and digital engagement roles.

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 related to the communications and digital engagement role

Specialist/other

- Understanding of, and ability to promote, UNISON's aims, values, policies and objectives with particular emphasis on the centrality of equality of opportunity and the promotion of human rights to all of our work.
- Commitment to the aims and values of the trade union movement in general.
- Working knowledge of digital campaigning techniques
- An understanding of Northern Ireland current affairs.
- Ability to bring a creative approach to specific communications and organising projects
- Ability and willingness to be a team player.
- Ability to work on own initiative.