

# UNISON

## **Job Brief: Communications Officer (campaigns)**

### **Introduction**

UNISON is the UK's leading public services trade union, with more than 1.3 million members working in the public services, private, voluntary and community sectors and in the energy services. We employ 1,200 staff, approximately 370 at our national centre in Euston, central London and the remainder in our 12 regions across the UK, including Northern Ireland.

UNISON is the leading union in local government, the NHS, community and voluntary sector, education and children services and a range of private and public sector employers where we negotiate pay and terms and conditions of employment, promote equality and diversity and recruit and organise members in those areas.

The communications department works with UNISON leaders at all levels to develop communications that advance our members interests, protect public services and promotes the benefits of collective action. The department has four teams (design, digital, campaigns and editorial). The communications officer will sit within the campaigns team.

### **The Role**

- Work as part of a wider creative team to plan, develop and deliver campaigns, on time and within budget, on behalf of UNISON and its 1.3 million members.
- Project plan, schedule work, progress chase and order priorities.
- Identify, set and monitor campaign objectives.
- Create and develop innovative ways to communicate the organisation's messages to existing and potential members – including working with the union's external PR/advertising agency to develop and deliver our campaigns.
- Devise digital and off line campaigns to grow our supporter base and to recruit new members into the union.
- Research, write and sub-edit copy and plan consistent editorial content and messaging across our key print and digital channels.
- Lead small project teams around defined programmes.
- Upload information, documents and other media to the union's websites using a content management system.
- Work with officers of the union and other internal clients to develop and support engaging and effective communications and campaigns across our

key digital and social media channels.

- Advise UNISON staff, internal clients and partner organisations on communications solutions, ensuring that these meet the needs of the union and the end-user.
- Co-ordinate and liaise with other teams in the communications unit to foster positive and effective working practices.
- Understand, work within and promote UNISON's aims and values, objectives and priorities as decided by the general secretary, senior officers and the national executive council.

### **UNISON's Aims**

The key aims of the union as detailed in our rule book seek to:

- i) Extend and promote our influence in the workplace and in the Community.
- ii) Promote, safeguard and facilitate participation by all members in the union's democracy, with special regard to women, members of all grades, black members, disabled members, lesbian, gay, bisexual and transgender members.
- iii) Provide effective standards of service in the areas of representation and advice, information to members on the work of the union, the provision of financial benefits and the maintenance of educational facilities for members.

### **Location**

This post is based at the UNISON Centre, Euston Road, London. There is very occasional working outside London, e.g. at UNISON National Delegate Conference

### **Working Time**

Hours of work will be 35 per week to be undertaken in accordance with UNISON's Flexible Working agreement.

## UNISON

### Communications Officer (campaigns)

#### Communications Unit

Ref: CCP/6T

#### Job Description

Grade: 4

Hours: 35 per week

Location: UNISON Centre, London

Reports to: Campaigns and Design 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, police staff, utilities, the community and voluntary sector and for private companies providing public services. We believe that every single person who provides public services is important regardless of the job they do.

We aim to create strong, innovative campaigns and communications in support of public services and the people (our members) who provide them. We target a variety of audiences including UNISON members, potential members, the public, politicians, employers and other key influencers as we look to deliver real change and improvements to public services.

You will need to be an experienced communications professional with strong campaigning and marketing skills and an enthusiastic and creative approach to promoting campaigns and messages to a wide range of audiences.

As part of our dedicated campaigns team the communications officer will need to work with colleagues at all levels of the union to develop crisp, engaging content to promote some of the union's key benefits and priorities and to drive our recruitment marketing campaigns.

You will have excellent written and wider communications 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.

You will also have good social media skills and knowledge of how to use these channels as part of an integrated communications strategy.

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

**Responsible to:**

Campaigns and Design Manager

**Key responsibilities:**

- Work as part of a wider creative team to plan, develop and deliver campaigns, on time and within budget, on behalf of UNISON and its 1.3 million members.
- Project plan, schedule work, progress chase and order priorities.
- Identify, set and monitor campaign objectives.
- Create and develop innovative ways to communicate the organisation's messages to existing and potential members – including working with the union's external PR/advertising agency to develop and deliver our campaigns.
- Devise digital and off line campaigns to grow our supporter base and to recruit new members into the union.
- Research, write and sub-edit copy and plan consistent editorial content and messaging across our key print and digital channels.
- Lead small project teams around defined programmes.
- Upload information, documents and other media to the union's websites using a content management system.
- Work with officers of the union and other internal clients to develop and support engaging and effective communications and campaigns across our key digital and social media channels.
- Advise UNISON staff, internal clients and partner organisations on communications solutions, ensuring that these meet the needs of the union and the end-user.
- Co-ordinate and liaise with other teams in the communications unit to foster positive and effective working practices.
- Understand, work within and promote UNISON's aims and values, objectives and priorities as decided by the general secretary, senior officers and the national executive council.

## UNISON

**Communications Officer – (campaigns)**  
**Communications Unit**  
**Ref: CCP/6T**

### 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
<b>1. Knowledge</b>	1.1 Knowledge and extensive experience of developing and implementing campaign strategies.	<b>A/PI/P</b>
	1.2 Experience of developing creative and innovative marketing solutions.	<b>A/PI/P</b>
	1.3 Understanding of planning processes and project management to ensure campaigns are delivered to time and budget.	<b>A/PI/P</b>
	1.4 Ability to understand and negotiate a range of complex strategic, organisational and client requirements within an integrated campaign.	<b>A/PI/P</b>
	1.5 Sound knowledge and experience of using different content formats and managing a campaign or marketing plan across appropriate channels.	<b>A/PI/P</b>
	1.6 Experience of publishing to digital platforms to a high standard and	<b>A/PI</b>

	<p>encouraging innovation and a good understanding and experience of the use of video on the web.</p> <p>1.7 Sound knowledge and current experience of social media, especially Facebook, Twitter and supporting tools such as Hootsuite.</p> <p>1.8 Experience and confidence in using website content management systems.</p> <p>1.9 Sound knowledge and experience of print processes and planning print production</p>	<p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A</b></p>
<b>2. Thinking skills</b>	<p>2.1 Ability to understand and promote UNISON's campaign objectives and political nuances and develop online campaigns and content to enhance our campaigns, communication and recruitment agenda.</p> <p>2.2 Ability to advise colleagues, clients and officers at all levels of the union on how to develop digital campaigns and content.</p> <p>2.3 Experience of thinking strategically about content and working out the best way to present it online.</p> <p>2.4 Ability to take an audience-focused view of communications solutions.</p> <p>2.5 Ability to generate innovative communications solutions and win support for their implementation.</p>	<p><b>A/PI/P</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI/P</b></p> <p><b>A/PI/P</b></p>
<b>3. Interpersonal &amp; communications</b>	<p>3.1 Excellent interpersonal and communication skills including:</p> <ul style="list-style-type: none"> <li>• Writing lively copy across print, web, email and social media</li> <li>• Editing and sub-editing using house style</li> </ul>	<p><b>A/PI/P</b></p>

	<ul style="list-style-type: none"> <li>• Ability to transform reports and documents into sparkling content</li> <li>• Good phone manner</li> </ul> <p>3.2 Ability to advise and guide senior staff and lay members with tact and sensitivity.</p> <p>3.3 Good people skills, especially in dealing with key content stakeholders throughout the organisation.</p> <p>3.4 Ability to work collaboratively with colleagues in the communications team and across the union.</p> <p>3.5 Willingness to listen and appreciate different points of view within a team and ability to unite within a team behind a common goal</p>	<p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p>
<b>4. Physical skills (with reasonable adjustments where required)</b>	4.1 Keyboard skills	<b>A</b>
<b>5. Initiative &amp; independence</b>	<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 work from a brief and develop a campaign plan, negotiating with colleagues and clients as appropriate.</p> <p>5.3 Ability to lead on particular areas of work and report to managers and other colleagues.</p>	<p><b>A/PI</b></p> <p><b>A/PI</b></p> <p><b>A/PI</b></p>
<b>6. Responsibility for recruitment</b>	<p>6.1 Ability to devise digital and offline campaigns to grow UNISON's supporter base and recruit new members into the union.</p> <p>6.2 Ability to use marketing knowledge and skills to recruit new members to the union.</p>	<p><b>A/PI</b></p> <p><b>A/PI</b></p>
<b>7. Team working</b>	7.1 Experience of working as part of a creative team.	<b>A/PI</b>

	7.2 Ability to influence and negotiate with colleagues while maintaining a positive and creative working relationship.	<b>A/PI</b>
	7.3 Ability to join and contribute to short term or ad hoc working groups around particular projects.	<b>A/PI</b>
	7.4 Ability to lead small work groups around a particular area of web strategy or content development.	<b>A/PI</b>
<b>8. Responsibility for resources</b>	8.1 Experience of working with organisational knowledge and information resources.	<b>A/PI</b>
	8.2 Ability to work with contractors and colleagues within an agreed budget on particular pieces of work or projects.	<b>A/PI</b>
	8.3 Ability to assess cost-effectiveness of communication channels and provide advice on resources required, working within agreed budgets.	<b>A/PI</b>