

UNISON

NORTH WEST REGION

JOB REF: R6/105

REGIONAL MEDIA AND DIGITAL COMMUNICATIONS OFFICER

JOB DESCRIPTION

Grade: 5
Hours: 35
Accountable to: Regional Secretary

OVERALL SUMMARY

To work with the regional management team, helping to meet the aims and objectives of the North West Region by working closely with local media outlets, developing and promoting UNISON's campaigns and providing media (both traditional and digital) support to colleagues and union branches.

KEY TASKS AND RESPONSIBILITIES

Specialist/technical

- Providing public relations support to the region
- Identifying opportunities to promote UNISON through all forms of print, broadcast and digital media
- Writing materials (including quotes, briefings, releases, letters, newsletters, statements, social media posts, articles and speeches) for use in UNISON media and other communications work
- Proactive engagement with journalists and producers, responding to enquiries from media outlets and providing out of hours cover
- Training, briefing, developing and supporting colleagues and others from across the region in communications and media skills
- Assisting with material for the regional website and planning social media activity
- Developing a digital strategy to support the union's media and campaigning objectives.

Communications/co-ordination

- Providing advice and guidance to staff, union members, branches, both verbally and in writing regarding the union's dealings with the media
- Co-ordinating UNISON's engagement with the media in the North West Region

- Acting as the region's media contact, working closely with the union's national media team
- Responding promptly to media enquiries and interview bids working with staff, members and branches and responding to requests for assistance from the national media team
- Providing regular updates concerning regional campaign and media activities, sourcing case studies to highlight local and national campaigns, and developing an excellent relationship with media from across the region.
- Briefing colleagues on key messages and lines to take ahead of interviews with regional television and media outlets
- Liaising with staff at head office and across North West Region to ensure that all media and communications materials are produced in accordance with the union's policies, priorities and current campaigns
- Preparing and presenting briefings on materials produced in connection with regional campaigns or industrial disputes
- Building good relationships with and liaising with communications teams at local employers and other external organisations across the region
- Promoting, monitoring and ensuring compliance with UNISON's aims, objectives and policies
- Developing compelling and creative graphic and online content, utilising digital tools (including surveys and petitions) to promote UNISON's campaign objectives.

Managerial

- Managing working time effectively to meet given objectives within an agreed timetable
- Supporting and advise staff and union branches about how to maximise the impact of the union's work through media and communications activity

Development/strategic

- Contributing to the development of regional campaigns
- Developing a regional media and communications strategy promoting UNISON and its key messages using the full range of media and communications
- Enhancing the campaigning, media and communications skills of staff, members and union branches

Administrative

- Creating and maintaining appropriate administrative and information systems, including a media contacts database
- Supporting colleagues and managers from the North West Region in all aspects of media and communications activity

General

Any other duties relevant to the key tasks and responsibilities identified above which are commensurate with the grade of the post

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PERSON SPECIFICATION

UNISON is an equal opportunities employer, committed to providing equal opportunities regardless of race, marital status, gender, sexuality, disablement or age. This person specification is designed to help members of interviewing panels judge the qualities of the interviewees in a systematic, consistent way and in accordance with UNISON's equal opportunities policies. It is given to all job applicants for information.

Specialist/technical

- At least two years' experience of media relations work, significant knowledge of the media in North West Region
- Good public relations skills and an in-depth knowledge of the trade union movement
- Information technology applications, including the use of social media for campaigning
- Knowledge and understanding of political issues in the North West
- Knowledge and understanding of the trade union movement and equality issues
- The ability to assimilate and analyse complex, sometimes sensitive information

Communications/Co-ordination

- The ability to communicate effectively at all levels (internally and externally)
- Strong writing skills and excellent people skills
- The ability to present information and ideas using all forms of media clearly and succinctly
- Experience of project co-ordination

Managerial

- The ability to organise and prioritise work under pressure
- A good team player with the ability to work to often competing deadlines
- The ability to encourage and develop colleagues and union members

Administrative

- The ability to create and maintain efficient administrative systems
- The ability to undertake administrative and organisational activities relating to the work of the team

General

- A commitment to and understanding of the aims and objectives of UNISON

- An understanding of the role of unions and the social and political environment in which they operate
- The ability to work proactively on own initiative, including outside normal office hours
- The ability to adapt to varying requirements and situations
- To live within reasonable travelling distance of the North West office and the willingness to travel as the job requires